65

BROADCASTING
combined with
Broadcast Advertising

Published Semi-Monthly • Vol. 9 No. 2

Canada and Foreign
$4.00 the Year

WASHINGTON, D. C.
JULY 15, 1935

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
JUL 16 1935

50.000 WATTS

KNX MARCHES ON!

. . . . **May 3, 1934** . . . KNX goes to **50,000 watts** . . . Service area materially extended.

. . . . **January 1, 1935** . . . KNX installs new single mast **vertical radiator antenna** . . . signal efficiency of already powerful transmitter increased by 50% . . . Entire eleven Western States and Canada now report "good" reception of KNX signal.

. . . . **June 15, 1935** . . . KNX appoints **Leonard E. L. Cox** (formerly Program Director of WABC, WJZ and WOR) as station Program Director . . . Program standards hoisted to new peak.

. . . . **July 15, 1935** . . . KNX dedicates new Hollywood Studios . . . "Finest in the West" . . . RCA high fidelity speech input equipment throughout.

WHAT A COMBINATION!

The Power to do the job . . . an ANTENNA that gets FULL MEASURE "on the air" . . . New STUDIOS that can "handle" ANY broadcast job . . . and a PROGRAM DIRECTOR second to none in the nation to handle **YOUR** show.

KNX THE "VOICE OF HOLLYWOOD"
JOHN BLAIR & CO., National Representatives

Attention
. . . . . IF YOU PLEASE

Everybody watches the drummer. People can't help it. He demands attention. He gets it.

Listener attention to your sales message is all that radio can give you. Are you getting enough of it? Are you paying too much for it?

The Mutual Broadcasting System commands attention for your product in America's biggest markets.

71% of all U. S. radio families live in these markets.

They want the best you have to offer. They have money to spend. They'll buy—in fact, they have been doing most of the buying in this country for a long time.

But you've got to make them listen. On Mutual it will cost you very little to beat a lively tune upon the cash registers of these markets.

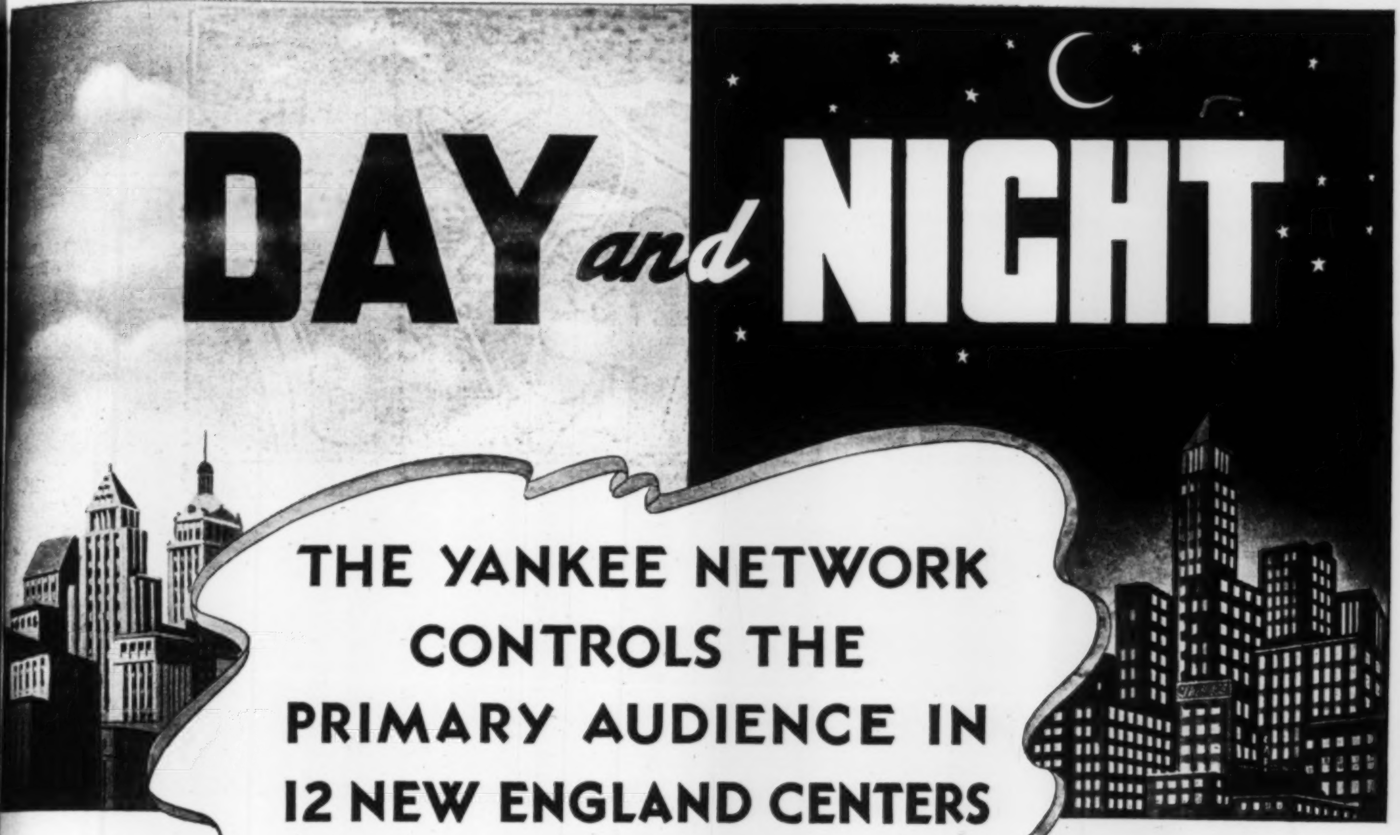
Why not play to a full house? Other advertisers are doing so at low cost on Mutual and with conspicuous success.

Now is the best time for you to make a date to meet this huge audience. Choice spots are available—you know how scarce good radio time is later on. Reservations can be made 60 days in advance. Call, write or wire any member station for complete information.

IMPORTANT—Prior to September 29, 1935, **WXYZ** will be affiliated with Mutual as a Detroit outlet. • Thereafter, **CKLW** of Detroit and Windsor will be available. **CKLW** has 5,000 watts power and operates on a clear channel of 1,030 kilocycles

MUTUAL BROADCASTING SYSTEM

WGN CHICAGO ⋆ **WLW** CINCINNATI ⋆ **WOR** NEWARK



THE YANKEE NETWORK CONTROLS THE PRIMARY AUDIENCE IN 12 NEW ENGLAND CENTERS OF POPULATION

THE advertiser who buys The Yankee Network addresses the largest all-day audience in the rich New England market.

The obvious reason is that The Yankee Network is the largest chain in New England . . . provides better than 100% more stations than any other broadcasting network . . . covers the New England key cities and most densely populated areas . . . operates continuously as a network day and night.

The interlocking coverage of The Yankee Network's 12 stations actually provides a primary audience stretching over the entire industrial and urban area of New England.

Advertisers who wish to cultivate New England should consider it as Yankee Network territory. No single station or smaller group of stations can serve this densely populated area.

Only through Yankee Network 12-station coverage is it possible to concentrate New England listeners into one great primary audience and sell New England as one market.

YANKEE NETWORK

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

NEW YORK—17 East 42nd St.	Murray Hill 2-3850
CHICAGO—Wrigley Bldg.	Superior 7742
DETROIT—General Motors Bldg.	Madison 1035
SAN FRANCISCO—865 Mission St.	Sutter 6400

"Suppose *you* plan a program, Mr F J & F"

IF YOU are sort of going stale on your radio plans, may we in all modesty solicit your confidence?

We've got a whole file-full of smart ideas and proven programs—the sort that build returns, produce business, increase billings for our agency friends and their clients — for ourselves and *our* clients! And that's what makes the world go 'round!

We've got a lot more to offer than mere time on a list of swell stations. Almost any kind of job in the radio business is *our* business: We can furnish complete statistical data on any station or any community; help build your programs; select your talent; handle your auditions; clear your time, etc., etc., etc. Will you call — or shall we *deliver?*

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
General Motors Bldg.
Madison 1423

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC		**Charleston**
WIS	(NBC)	**Columbia**
WAIU		**Columbus**
WOC	(CBS)	**Davenport**
WDAY	(NBC)	**Fargo**
WDRC	(CBS)	**Hartford**
WKZO		**Kalamazoo**
WNOX	(CBS)	**Knoxville**
WMAZ	(NBC)	**Macon**
WMBD	(CBS)	**Peori**
WPTF	(NBC)	**Raleig**
KTUL	(CBS)	**Tuls**
KALE		**Portlan**

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and
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NAB Emerges Solid After Record Session

By SOL TAISHOFF

Copyright Issue Dominates Convention; Levy Upheld in Vote As Board Reiterates ASCAP Stand; Divisions Organized

EMERGING from the most severe intra-industry test it has faced since broadcasting came of age, the 13th annual convention of the NAB at Colorado Springs adjourned July 10 after three days of intensive activity with a solidarity and spirit that banished from the minds of the 461 broadcasters in attendance any idea of a break in industry ranks.

Out of a maze of conflicting viewpoints, notably on the burning copyright issue, came frank discussion which resulted in a clearer understanding among all groups. With that sore spot salved by official endorsement of the five-year extensions of the ASCAP copyright contracts accepted by the two networks and by WCAU, Philadelphia, the convention moved forward to its regular order of business, adopting various resolutions touching upon all phases of broadcasting activity.

President Fitzpatrick

ELECTED to head the NAB for the ensuing year, without opposition, was Leo J. Fitzpatrick, general manager of WJR, Detroit. One of the most popular figures in the industry, Mr. Fitzpatrick was nominated both by the official nominating committee and from the floor by the "independent ticket" that was put forward.

Elevated to the first vice presidency was Charles W. Myers, KOIN, Portland, the incumbent second vice president. Edward A. Allen, WLVA, Lynchburg, Va., was elected second vice president without opposition. He has been regarded unofficially as the leader of the local independent group of stations, and was instrumental in the organization during the convention of the National Independent Broadcasters Inc., to be affiliated with the NAB as an independent station section.

In the major convention controversy, Isaac D. Levy, co-owner of WCAU, Philadelphia, and leading figure in the copyright negotiations with ASCAP, was re-elected treasurer. Announcing his independent candidacy for re-election Mr. Levy made issue whether the industry, by re-electing him, would signify its confidence in the work he had done in the copyright negotiations.

1935-36 Officers and Directors of NAB

President
Leo J. Fitzpatrick, WJR, Detroit
First Vice President
Charles W. Myers, KOIN, Portland
Second Vice President
Edward A. Allen, WLVA, Lynchburg, Va.
Treasurer
Isaac D. Levy, WCAU, Philadelphia
Managing Director
James W. Baldwin
Directors Continued
Alfred J. McCosker, WOR, Newark
Harry C. Butcher, WJSV, Washington
John J. Gillin Jr., WOW, Omaha
Gordon Persons, WSFA, Montgomery, Ala.
William S. Hedges, WEAF, New York
H. K. Carpenter, WHK, Cleveland
I. R. Lounsberry, WGR-WKBW, Buffalo
Frank M. Russell, WRC-WMAL, Washington
Arthur B. Church, KMBC, Kansas City
New Directors
(3-year term)
Ed Craig, WSM, Nashville
Ralph Brunton, KJBS, San Francisco
Tom W. Symons Jr., KFPY, Spokane
W. Wright Gedge, WMBC, Detroit
Gardner Cowles Jr., KSO-KRNT, Des Moines, was named director until the next convention by the board of directors to fill the remaining vacancy.

Immediately following adjournment of the convention, the new board of directors met and appointed James W. Baldwin, of Washington, assistant managing director, to the managing directorship. He succeeds Philip G. Loucks, for four and one-half years the executive head of NAB, who several months ago announced he would not be a candidate to succeed himself. Mr. Loucks returns to his law practice.

NEW MANAGING DIRECTOR—James W. Baldwin is unanimous choice of NAB board as successor to Philip G. Loucks.

Mr. Baldwin assumes the managing directorship after two years with the NAB. Formerly secretary of the old Federal Radio Commission, he joined the NAB in 1932 as assistant managing director. Later he became executive officer of the Code Authority for the radio broadcasting industry, serving more than a year. With the demise of NRA last May and all codes along with it he rejoined the NAB. He is also the principal owner of WGH, Newport News,

On the business side, the convention speedily adopted a series

1935-1936 NAB OFFICERS AND BOARD—First row, left to right: Alfred J. McCosker, WOR, Newark; Edward A. Allen, WLVA, Lynchburg, Va., vice president; Leo J. Fitzpatrick, WJR, Detroit, president; C. W. Myers, KOIN, Portland, Ore., first vice president; James W. Baldwin, new managing director. Standing, left to right: Frank M. Russell, WRC-WMAL, Washington; John J. Gillin, WOW, Omaha; Harry C. Butcher, WJSV, Washington; J. O. Maland, WHO, Des Moines; T. W. Symons, Jr., KFPY, Spokane; Arthur B. Church, KMBC, Kansas City; Ralph R. Brunton, KJBS, San Francisco; I. R. Lounsberry, WGR-WKBW, Buffalo; William S. Hedges, WEAF, New York; H. K. Carpenter, WHK, Cleveland; W. W. Gedge, WMBC, Detroit. Absent when this photograph was taken were S. Gordon Persons, WSFA, Montgomery, director; Gardner Cowles, Jr., Iowa Broadcasting Co., director; Ed Craig, WSM, Nashville, director, and Isaac J. Levy, WCAU, Philadelphia, re-elected treasurer.

of resolutions aimed at industrial stability and the furtherance of broadcasting as a major medium of advertising. Reaffirmed was the resolution of last year looking toward creation of a cooperative bureau for authentication of station coverage and listener data, in cooperation with the American Association of Advertising Agencies and the Association of National Advertisers. The plan already drafted for the creation of a bureau of agency recognition also was adopted, provided the cost of its first year of operation—about $16,000 — will be subscribed to by stations which wish to do so.

To supplant the trade practice provisions of the NRA code, the convention adopted a new code of ethics incorporating all of the desirable provisions of the government document which had resulted in eliminating business practices repugnant to good taste. Unlike previous conventions, there was no bickering about contingent or per inquiry business, payments of excessive commissions, and similar subjects on which there formerly was divided interest. Now, it is apparent, all stations alike view them as undesirable.

Groups Formed

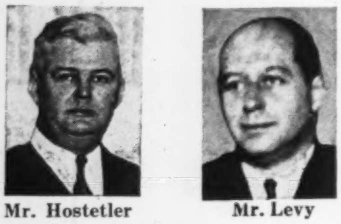
DESPITE the apprehension that was manifest before the convention, there appeared to be little concern over the creation, during the convention, of class station groups by newspaper-owned stations and by the local independents, or those not affiliated with the major networks. In perfecting their organizations, but only as units of the NAB, both groups sought to make clear beyond any doubt that they would function simply as NAB sections or departmentals to tackle problems peculiar to their own interests.

Hailed as an endeavor which will give proper recognition to the esthetic side of radio was the action of the convention endorsing the creation of annual NAB awards for conspicious examples of public service by stations. To be analagous to the Pulitzer awards in the literary and newspaper fields, the project was fostered by Lambdin Kay, WSB, Atlanta. A committee representing the NAB will be designated by President Fitzpatrick to cooperate with one from the Radio Manufacturers Association, which already has voted in favor of such a plan and has offered a substantial sum as its contribution. Awards are being planned not only to stations for meritorious and outstanding services, but also to advertisers and advertising agencies which may excel in their air performances.

Mr. Prall Reassures

OVERSHADOWED only by the vexatious copyright turmoil was the keynote address of Anning S. Prall, chairman of the FCC, delivered at the opening business session July 8. Instead of dealing in regulatory generalities, he went directly into questionable programs and longer licenses, among other topics. His reassuring words of no censorship, no "hog-wild" program crusade, and no upheavals won enthusiastic applause. He injected a new spirit in many of those who were dubious about the FCC's objections. [Mr. Prall's address is published in full text in this issue.]

Storm Centers


Mr. Hostetler Mr. Levy

The only other guest speaker was Andrew W. Cruse, chief of the electrical division of the Department of Commerce. He dealt with television, and found the convention with its ear cocked to this imminent adjunct of aural radio. Back from a two-month inspection of visual radio in Europe, Mr. Cruse predicted that in two years there will be an entirely new picture on television. He advised development in this country along existing lines, but with an eye on the European operations, perhaps through designation of an industry observer abroad. And he also advocated an NAB television committee to keep its finger on all laboratory developments and have the industry primed to launch into visual radio once it breaks through its scientific and economic shell. [Mr. Cruse's address also is dealt with elsewhere in this issue.]

Biggest in History

WHEN President J. Truman Ward, of WLAC, Nashville, banged down the gavel in the Broadmoor Hotel auditorium on the morning of July 8, he called to order the biggest convention in NAB history, with broadcasters, station representatives, transcription producers, engineers and a scattering of advertising agency and advertising executives jamming the place to capacity.

In his opening address, he raced through the multitude of convention topics, relying upon subsequent speakers to elaborate on them. He touched upon such events as the educational program conferences, in which broadcasting was on trial and won; state legislation; the demise of the NRA code; and, then, ASCAP and copyright, which was preordained to be the big event. He told how the industry had prospered during the last year with gross time sales during the first four months of the current year about 20% ahead of the same span last year. He reminded the convention that 1934 business reached $72,887,000 for the peak 12 months since the birth of the medium. He paid tribute to Phil Loucks, and drew deafening applause. Finally, he made a plea for a unified industry.

"A split in our ranks," he said, "would be a severe blow to the future of our industry. This association is bigger than any one man or group of men. We all have a common cause and interest and there is no problem now facing us, nor none will develop in the future which cannot be properly solved if we all stand together behind our association."

Mr. Louck's Address

MR. LOUCKS then stepped upon the rostrum to deliver his fifth and last annual report as NAB managing director. Before him he saw an auditorium crammed to overflowing—an almost ludicrous contrast to the handful of men who handed him the managing director's job four and one-half years earlier. He had literally lifted the organization by its bootstraps and increased its membership from 42 in 1930 to 385 as of July 1, 1935. With recent additions, it is more than 400.

In somewkat greater detail Mr. Loucks hit the high spots of the subjects touched upon by President Ward. On the business end, he said commercial copy had improved during the last year. Possible conflict betwen the FCC and Federal Trade Commission on commercial programs construed as in bad taste or improper has been discussed, Mr. Loucks said. He declared there is no conflict; the FCC must consider programs only in connection with the total program service rendered by the station, while the Trade Commission can consider the claims of particular advertisers. Censorship, he empha-

Golf Cup Captured by Carl Haymond

Beats Arthur Kemp, John Blair In Playoff at Convention

A PLAYOFF of a triple tie was necessary to determine the winner of the silver trophy awarded annually by BROADCASTING Magazine to the winner of the NAB convention golf tournament, with Carl Haymond, operator of KMO, Tacoma, Wash., the eventual victor.

Shooting a gross of 80, with a 12 handicap, Mr. Haymond won the trophy with a 68 net score. Second was Arthur Kemp, KNX, Hollywood, who was awarded the cup presented by combined Denver stations to be known hereafter as the Denver Cup. Mr. Kemp's net score was 72 after a handicap of 15. Third was John Blair, president of John Blair & Co., with a net of 76 after a 14 handicap.

With the same handicaps, the three top-flight players showed slightly better form in the regular tourney play in which they tied with net scores of 67. Five players tied in the regular tournament play with 68 nets.

Players posted their regular club handicaps under the rules of the tournament. Best gross score for the sporty Broadmoor course at Colorado Springs was the 75 of Don Anderson, who recently acquired part interest with L. A. Benson in WIL, St. Louis; his handicap of 6, however, made his net a 69.

Following are the players and their scores:

TROPHY WINNER — For shooting a 68 net after his club handicap of 12, Carl Haymond, KMO, Tacoma, won the silver loving cup awarded annually by Broadcasting Magazine. He had to play off a triple tie with Art Kemp, KNX, Hollywood, and John Blair, John Blair & Company.

Final Playoff

	Handicap	Net
Carl Haymond, KMO	12	68
Arthur Kemp, KNX	15	72
John Blair, John Blair & Co.	14	76

Tournament Scores

John Blair	14	67
Carl Haymond	12	67
Arthur Kemp	15	67
Leon Levy, WCAU	24	68
Robert T. Convey, KWK	17	68
Ed. Voynow, Edward Petry & Co.	18	68
C. T. Hagman, WTCN	13	68
C. P. McGregor, McGregor & Sollie Co.	20	68
Paul A. Raymer, Paul A. Raymer Co.	21	69
Don Anderson, WIL	6	69
D. W. Thornburgh, WBBM	24	70
Early Wilson, KABC	17	71
C. L. Egner, WEAF	22	72
Jack Stewart, WFIL	30	72
H. A. Woodman, KDKA	13	72
V. H. Pribble, WTAM	20	73
Gene Pack, KSL	14	73
Harrison Holliway, KFRC	23	73
Jerry King, KFWB	11	74
I. R. Lounsberry, WGR-WKBW	20	74
C. G. Phillips, KIDO	24	74
Bond Geddes, RMA	18	74
E. L. Bengston, KLZ	20	74
Gene Bernman, Shure Bros., Chicago	12	74
Percy Deutsch, World Broadcasting System	25	75
E. H. Gammons, WCCO	19	75
Don Mather, WIBM	18	75
J. R. Nowland, KLA	9	78
M. G. Tompkins, Associated Music Publishers	15	78
E. A. Fellers, WROK	26	78
E. F. Bader, WAAW	24	78
Charles J. Baker, Printers Ink	7	78
Gene Furgason, Furgason & Aston, Chicago	20	79
Don Withycomb, WFIL	30	79
Harry Butcher, CBS, Washington	15	80
Frank Quinn, KLZ	20	80
John J. Gillin Jr., WOW	24	82
W. J. Damm, WTMJ	18	82
P. H. LaStayo, WAAT	30	83
W. S. Hedges, NBC	28	84
Howard Loeb, WFDF	9	84
Gordon Love, CFCN	8	85
Don Gilman, NBC, San Francisco	24	85
Lewis Allen Weiss, WJR	30	87
Edgar T. Bell, WKY	18	88
W. W. Simmons, Electric Research Products Co.	30	88
J. L. Van Volkenburg, KMOX	25	89
Leonard De Lue, KLZ	14	90
C. A. Hill, WIBM	22	90
H. C. Vance, RCA, New York	30	92
F. W. Meyer, KLZ	22	92
Stanley Hubbard, KSTP	27	95
John Patt, WGAR	30	96
A. H. Croghan, WDGY	16	99
J. I. Myerson, WKY	30	99
Dan Jayne, WELL	18	100
Jerry Akers, WFEL-KVOD	20	103
Hal Finnerty, KFEL-KVOD	21	106
Joseph McGillvra, Joseph H. McGillvra Co.	28	109
Harold C. Higgins, Paul Raymer Co.	30	113

sized, cannot be exercised by the FCC.

As to suggestions that the NAB create a bureau of program acceptance, Mr. Loucks said it was not practical or wise. Each station, he asserted, must accept or reject accounts and copy in the exercise of its own good judgment. He spoke of the service of the NAB under which it supplies information upon which such decisions can be made, and advocated that it be amplified and improved.

Mr. Loucks then recited his version of the copyright situation, touching upon the government suit against ASCAP which began June 10, and then was adjourned until Nov. 4; how he, along with Joseph C. Hostetler, NAB copyright counsel, disagreed with the action of the networks and WCAU in signing five-year extensions of their current contracts with ASCAP on the eve of the trial's opening, and subsequent developments which precipitated the differences. Along with Mr. Hostetler, he said, he felt duty bound to support a "per piece" basis, under which copyright owners would fix a price on their individual compositions, because the NAB membership had voted support of it and had instructed negotiations along that line only. The current 'contracts, extended for five years from next Dec. 31 by the networks and WCAU, basically call for 5% of station net receipts plus an arbitrary sustaining fee.

Copyright Discussion

MR. LOUCKS also pleaded for unity. He said copyright was one of the most serious problems, with something like $3,000,000 going into the ASCAP coffers this year in radio royalties. He asserted that its solution is not impossible, if the industry remains strongly organized, determined to fight and 'armed with right".

Tuesday, July 9, was set aside for the copyright discussion. It was free and open and proved highly dramatic, but personalities were not openly indulged. The consensus, following the protracted and sometimes heated debate, was that in view of all the circumstances nothing was done inimical to the best interests of the industry. Mr. Levy was given a standing vote of confidence. So was Mr. Hostetler, representing the opposing faction. Mr. Levy's reelection as treasurer the following day with the copyright issue the focal one, was in effect a reiteration of that vote of confidence, and kept the lawyer-broadcaster in the post he has held for three years as copyright leader for the industry.

McCosker Supports Levy

IN MEASURED terms, Alfred J. McCosker, president of WOR, twice NAB president and chairman of the copyright committee, opened the discussion. He called for calm. Step by step he recounted the copyright negotiations. He supported unqualifiedly the action of the networks and of Mr. Levy and he lashed out against those who had injected bitterness and personalities into the issue. Calling it a deal between buyer and seller when the broadcaster gets his music from ASCAP, he said it was a cold business proposition.

Expressing his own views on copyright, he said he could never understand why music prices should not be set by demand and supply (per piece) instead of arbitrarily, but he said such an ideal basis could not be set up by Dec. 31, when present contracts expire. Emphasizing that the time element was the important thing, he endorsed the five-year extension. He pointed out that Andrew W. Bennett, special assistant to the Attorney General handling the anti-trust litigation against ASCAP, said he had no objection to NBC, CBS and WCAU taking the contracts, provided the terms were not reduced. Mr. Bennett declared it would not prejudice the government's case, McCosker asserted.

Tribute to Loucks

AS A TANGIBLE evidence of the industry's appreciation of the services of Philip G. Loucks, who retired as NAB managing director with the conclusion of the Colorado Springs convention, the board of directors, upon motion of John J. Gillin, Jr., WOW, Omaha, adopted the following resolution:

"Resolved that the Board of Directors of the NAB, in recognition of the loyal and able services of Philip G. Loucks, extend to him their deep appreciation for his untiring efforts vote him a bonus of $2,500."

Mr. Loucks has departed for a vacation fishing trip in Canada, and on Aug. 1 will open his law offices in the National Press Bldg., Washington.

The latest of the complicating factors in the copyright situation —announcement by Warner Bros., which controls four big publishing houses having some 40% of the demanded ASCAP catalog, that it would withdraw from ASCAP Dec. 31 and license music itself — then came under the McCosker purview. He urged stations not to deal with Warner Bros. at this time, implying that the publishing house might not withdraw after all. The reasons later were given by Mr. Levy. In his final plea, Mr. McCosker said he was proud of what Mr. Levy had done by giving of his time and effort so unselfishly.

Mr. Levy's Address

FOR NEARLY two hours Mr. Levy told his story, beginning with the outset of the negotiations. Condensed to the very gist, he said that the five-year extension was the best deal that could be made; that without it stations faced a 25% royalty on their receipts; that he had a preferential contract (which he made part of the record), but he could not change it because the government attorney told him that terms were not to be changed. He said he was opposed to the "per piece" basis because he felt it would cost more money than the percentage basis and quoted figures which he contended substantiated his point. On the supply-and-demand basis, he declared music would never find its level, and that it would be "up" in cost rather than down.

Mr. Levy told of the difficulties encountered in procuring the five-year extension and said he felt it was a praiseworthy accomplishment. He pointed out that in every past negotiation broadcasters have

BOUND FOR COLORADO SPRINGS—When the train carrying conventioneers stopped at Des Moines, Joe Maland, manager of WHO, staged a rousing reception which was broadcast, together with talks by members of the convention party. The train group is pictured here, with FCC Chairman Anning S. Prall in the foreground, and Mr. Maland (in cowboy hat) to left of the microphone.

paid more for their music. Now, he declared, they are offered a five-year extension at the same rate, this being the first time in history the rates have not been raised.

In the copyright defense fund, created in 1932 when stations were asked to contribute 10% of what they paid ASCAP, is a balance of $22,000, Mr. Levy reported. With the five-year extensions, the fund is no longer needed, and he declared that the money would be refunded pro rata to the contributors in two 50% installments, perhaps by the end of the year.

As for the Warner Brothers notice of withdrawal, Mr. Levy also advised stations not to deal with this organization. He said there is likelihood that the four musical houses will rejoin ASCAP "where they belong". Moreover, he pointed to the fact that ASCAP claims that it will have the continued right to license the numbers of the authors in the Warner Bros. list, even if its publishing houses withdraw. Finally, he said, there is the possibility that if this does not develop, then arrangements might be made to subtract from ASCAP payments the amount represented by the Warner catalogues.

Then Mr. Levy announced his candadacy for reelection as treasurer, to enable him to carry on the ASCAP fight.

Mr. Hostetler's Side

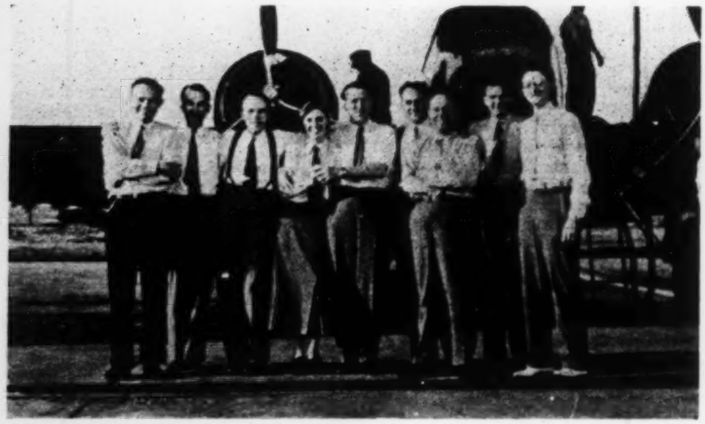
MR. HOSTETLER then set forth his views opposing those of Mr. Levy. He expressed faith in the government suit, whereas Mr. Levy had said it was in danger because of faulty preparation, attributable mainly to lack of time. Mr. Hostetler said he believed the government case can be won, and that it will be won, in spite of the five-year extensions which, in his opinion, prejudiced the suit.

Mr. Hostetler said he favored the "per piece" plan because he understood it was what his clients wanted him to support after their adoption of resolutions to that end. That, he said, was his mandate from the board of directors. Disagreeing with Mr. Levy, he declared that he felt a "per piece" basis, with prices fixed for each number rather than bulk buying, would be cheaper in the long run because of competition of song writers to get their compositions on the air.

"I maintain," he said, "that the stand of ASCAP that if you buy one piece of music you must buv all is monopolistic and the electric company might just as well sav that if you buy our power, you must buy our radio, our refrigerator and our eggbeater."

Finally, Mr. Hostetler urged harmony among broadcasters, along with vigorous and unremitting support of the government suit. He won a rising vote of endorsement.

To direct the copyright debate, Vice President Kay took the chair. In an opening address sparkling with whimsy but striking the fundamental issues, he said that following an investigation which he himself made in New York, he felt there was sincere and honest disagreement on the copyright issue and that the action taken by the networks and by Mr. Levy was not only right and proper, in his opinion, but meritorious.



BY PLANE TO COLORADO—This party came by chartered United Air Lines plane from the East, picking up members en route. Left to right: Gardner Cowles Jr., KSO-KRNT, Des Moines; Stewart Sprague, NBC; Reginald Brophy, NBC; Miss Pollock, stewardess; Jack Storey, WTAG, Worcester; Niles Trammell, NBC; Dr. Leon Levy, WCAU, Philadelphia; Ted Streibert, WOR, Newark; H. K. Carpenter, WHK, Cleveland.

The debate which followed was protracted and illuminating. First, Rogan Jones, KVOS, Bellingham, Wash., who described himself as one of the "insurgent" group, asked for adoption of three resolutions, the last of which warmly commended Mr. Hostetler, and recommended in effect that if the services of an attorney are needed in the future in copyright Mr. Hostetler be retained for it.

More than a score of members participated in the debate. Question was raised as to whether the network signing of contracts committed network-affiliated stations to sign, and Mr. Hostetler replied that he would advise chain stations to sign since their network contracts specified that only ASCAP licensed stations could be fed network programs. Every broadcaster, however, he declared, must decide for himself.

The upshot was that by accepting the copyright committee's report, the convention reaffirmed the action taken by the board of directors at its special meeting in New York on June 22 in which a resolution was adopted reiterating support of the "per piece" plan, but finding that the networks and WCAU, when they accepted the five-year extensions, did so because they felt it was necessary for the industry to have available the ASCAP repertoire upon the best terms. At the concluding session this resolution again was adopted by the convention.

The election of officers and six new directors provoked considerable floor discussion. The nominating committee of five, with the aid of the consulting committee of six, brought in the following slate: Fitzpatrick for president; Gardner Cowles, Jr., Iowa Broadcasting Co. (KSO, KRNT and WMT), first vice president; Mr. Allen, second vice president, and John Shepard, 3d, president of the Yankee Network, treasurer. Ten names were chosen for the six vacancies on the board of directors, one of which would be for the two-year unexpired term of Mr. Fitzpatrick, unopposed for the presidency. The ten were: retiring President Ward; retiring Vice President Myers; Steve Cisler, WJTL, Atlanta; Joe Maland, WHO, Des Moines; Tom W. Symons, KFPY, Spokane; Ed. Craig, WSM, Nashville; Lester Cox, KGBX-KWTO, Springfield, Mo.; Ralph Brunton, KJBS, San Francisco; John Elmer, WCBM, Baltimore, and Ed Cargill, WMAZ, Macon.

From the floor, however, Mr.

(*Continued on page 10*)

Official Registration at NAB Convention . . .

FOLLOWING is the official registration of those attending the NAB convention at Colorado Springs:

Ben Adler, RCA Mfg. Co., Camden, N. J.
Herbert Akerberg, CBS, New York.
Roy L. Albertson, WEBR, Buffalo.
William A. Alfs, WJR, Detroit.
Edward A. Allen, WLVA, Lynchburg, Va.
Mrs. E. A. Allen, Lynchburg, Va.
Fred L. Allen, KLZ, Denver.
Mrs. Fred L. Allen, Denver.
A. Donald Anderson, WIL, St. Louis.
Harry F. Anderson, KGO, San Francisco.
Earle C. Anthony, KFI-KECA, Los Angeles.
Lee H. Armer, KTAT, Fort Worth.
A. N. Armstrong Jr., WFBW, Topeka.
Campbell Arnoux, WTAR, Norfolk, Va.
Grant F. Ashbacker, WKBZ, Muskegon, Mich.

Ernest F. Bader, WAAW, Omaha.
W. A. Bailey, WLBF, Kansas City.
Chas. J. Baker, *Printers' Ink*, New York.
I. R. Baker, RCA, Camden, N. J.
James W. Baldwin, NAB, Washington.
John B. Barclay, KIUP, Durango, Col.
James W. Barrett, Press-Radio Bureau, New York.
Neal Barrett, KOMA, Oklahoma City.
Hope H. Barroll Jr., WFBR, Baltimore.
John S. Barrows, McCann-Erickson Inc., Denver.
Howard C. Barth, WSYR-WSYU, Syracuse.
Frank W. Bartlett, Graybar Electric Co., Atlanta.
Elmer G. Beehler, KGEK, Sterling, Col.
John M. Begg, Pathe News of the Air, New York.
Wm. W. Behrman, WBOW, Terre Haute. Ind.
Edgar T. Bell, WKY, Oklahoma City.
W. H. Beltz, RCA Mfg. Co., San Francisco.
Elmer L. Bengston, KLZ, Denver.
Naomi K. Bengston, KLZ, Denver.
Alfred E. Bennett, Sydney, Australia.
Myron J. Bennett, KLPM, Minot, N. D.
Sam H. Bennett, KTAT, Fort Worth.
Clarence W. Benson, WIL, St. Louis.
L. A. Benson, WIL, St. Louis.
Kenneth H. Berkeley, WMAL, Washington.
Eugene L. Berman, Shure Bros., Chicago.
S. R. Bernstein, *Advertising Age*, Chicago.
Geo. W. Besse, Hershey-McGillvra, Chicago.
Walter Biddick, Free-Sleininger Inc., Los Angeles.
Edgar L. Bill, WMBD, Peoria, Ill.
Mrs. Edgar L. Bill, Peoria, Ill.
Frank Bishop, KFEL-KVOD, Denver.
Peggy Bishop, Denver.
R. S. Bishop, KFJZ, Fort Worth.
John Blair, John Blair & Co., Chicago.
Sidney H. Bliss, WCLO, Janesville, Wis.
Ben Bodec, *Variety*, New York, N. Y.
L. F. Bookoven, Western Electric Co., New York.
Louis S. Bookwalter, KALE-KOIN, Portland, Ore.
Hi H. Born, WHBL, Sheboygan, Wis.
Mrs. Hi H. Born, Sheboygan, Wis.
Harold A. Boyle, WHB, Kansas City.
Wm. M. Brandon, WHO, Davenport, Ia.
H. J. Brennen, WJAS, Pittsburgh.
W. C. Bridges, WEBC, Superior, Wis.
Fred C. Brokaw, Paul H. Raymer Co., New York.
Ralph R. Brunton, KJBS, San Franscico.
Chas. G. Burke, W9XBY, Kansas City.
John E. Burrell, KJBS-KQW, San Francisco.
Harry C. Butcher, WJSV, Washington.
Mrs. Harry C. Butcher, Washington.
R. M. Brophy, NBC, New York.

Martin B. Campbell, WFAA, Dallas.
Pat Campbell, World Broadcasting System, Los Angeles.
E. K. Cargill, WMAZ, Macon, Ga.
H. K. Carpenter, WHK, Cleveland.
Ralph Carr, Press photographer, Washington.
Wm. H. Cartwright, WOR-WXYZ, Chicago.
W. Palmer Casson, KFI-KECA, Los Angeles.
Clifford M. Chafey, WEEU, Reading, Pa.
Joe A. Chambers, WLW, Cincinnati.
Frank Chase, NBC, New York.
Frank E. Chizzini, NBC, New York.
Henry I. Christal, Edward Petry & Co., New York.
Mrs. Henry I. Christal, New York.
Arthur B. Church, KMBC, Kansas City.
Mrs. A. B. Church, Kansas City.
Mallory Chamberlin, WNBR, Memphis.
Steve A. Cisler, WJTL, Atlanta.
John L. Clark, WLW, Cincinnati.
Martin Codel, BROADCASTING Magazine, Washington.
E. V. Cogley, BROADCASTING Magazine,
Burt R. Cole, Graybar Elec. Co., San Francisco, Cal.
Richard A. Connell, WJBK, Detroit.
Robert T. Convey, KWK, St. Louis.
Mrs. R. T. Convey, St. Louis.
Mrs. Thos. P. Convey, St. Louis.
Richard F. Connor, KMPC, Beverly Hills.
Roy E. Coram, Western Elec. Co., New York.
Clarence G. Cosby, KWK, St. Louis.
Mrs. Clarence G. Cosby, St. Louis.
Jim Cosman, Federal Telephone Co., Newark.
W. L. Coulson, WHAS, Louisville.
Geo. F. Courrier, WWAE, Hammond, Ind.
Gardner Cowles, KSO, Des Moines.
Lester E. Cox, KGBX, Springfield, Mo.
Edwin W. Craig, WSM, Nashville.
G. D. Crain Jr., *Advertising Age*, Chicago.
Ed. B. Craney, KGIR, Butte, Mont.
Art H. Croghan, WDGY, Minneapolis.
Lew C. Crosby, Colorado Springs, Colo.
Andrew W. Cruse, Bureau of Foreign & Domestic Commerce, Washington.
F. W. Cunningham, Western Elec. Co., New York.
Thos. R. Curran, United Press, Chicago.
James R. Curtis, KFRO, Longview, Tex.
Mrs. James R. Curtis, Longview, Tex.

W. T. Damm, WTMJ, Milwaukee, Wis.
Donald D. Davis, WHB, Kansas City, Mo.
Geo. W. Davis, Western Elec. Co., New York.
Kenneth C. Davis, KPQ, Wenatchee, Wash.
J. C. Denious, KGNO, Dodge City, Kans.
Percy L. Deutsch, World Broadcasting System, New York.
Dietrich Dirks, KFAB-KOIL, Lincoln, Neb.
Edward P. Donnelly, Olympia, Wash.

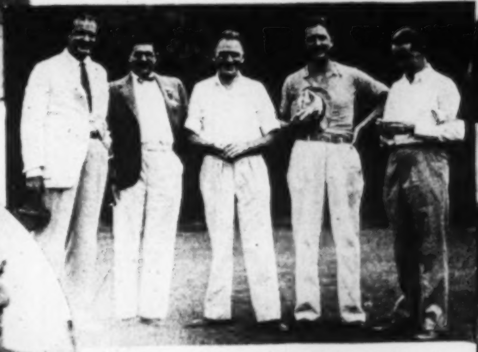
Guy C. Earl Jr., KNX, Hollywood.
Harry A. Earnshaw, Earnshaw-Young Inc., Hollywood.
Harry L. Earnshaw, Earnshaw-Young Inc.
Augustus J. Eaves, Graybar Elec. Co., New York.
C. Lloyd Egner, WEAF, New York.
Ralph Ehresman, WMBD, Peoria, Ill.
T. C. Ekram, KVOD, Denver.
Frank W. Elliott, NAB, Davenport.
Ralph Evans, WHO, Davenport.
Richard L. Evans, KSL, Salt Lake City.
Harold C. Fair, WHO, Des Moines.
Bill Fay, WHAM, Rochester, N. Y.
Edgar H. Felix, WOR, Newark.
Edgar A. Fellers, WROK, Chicago.

(*Continued on page 60*)

IN ROUGH—Left to right: Frank M. Russell, NBC Washington vice president; Ed Craig, WSM; Niles Trammell, NBC Chicago vice president.

FOURSOME — Lloyd Egner, NBC Transcriptions; W. W. Simons, ERPI; M. E. Tompkins, Associated Music Publishers; Percy L. Deutsch, WBS.

CANDID SANDWICHES—C. M. Jansky, Washington consulting engineer, and Charles Myers, KOIN-KALE.


CBS QUINTET—C. Ellsworth Wylie, CBS-Don Lee; Sidney M. Kaye, New York, CBS attorney; M. R. Runyon, CBS treasurer; Harry C. Butcher, CBS Washington representative; John W. Guider, Washington attorney.

RIVALS—Two Kansas City managers, Arthur Church, KMBC (left) and Dean Fitzer, WDAF.

GOLDEN GATERS — J. R. Knowland, KLX; C. P. MacGregor, MacGregor & Sollie, San Francisco; Harrison Holliway, KFRC.

•

MICHIGANDERS—Charles A. Hill, WIBM, (left) drives as H. M. Loeb, WFDF, Don Jayne, WELL, Don Mather, WIBM, watch.

TENNIS TOO — Howard Barth, WSYR, Syracuse, scorns golf and finds the clay courts where he plays some matches. He is a former New York State amateur champ.

DENVER CUP—F. W. Meyer, KLZ, Denver (left) is handing the second place golf trophy to Art Kemp, KNX, (right), as Gene O'Fallon and Frank Bishop, KFEL-KVOD, look on.

GOOD PLAYERS — Harry Woodward, KDKA, (left) watches I. R. (Ike) Lounsberry, WGR-WKBW.

GRIM EFFORT—Gardner (Mike) Cowles, Jr., KSO-KRNT-WMT, is very serious as he plays an approach.

ON THE LINKS—Paul H. Raymer, New York; Bob Convey, KWK; John Gillin, WOW; John Blair, New York; Paul LaStayo, WAAT; Harold Higgins, Paul H. Raymer Co.

COLUMBIANS—Don Thornburgh, WBBM; Earl Gammons, WCCO; Jack Van Volkenburg, KMOX.

FROM THE WEST—Left to right: Cy Whitaker, McGregor & Sollie, San Francisco; L. W. McDowell, KFOX, Long Beach, Cal.; Harry Earnshaw Jr., Earnshaw-Young Inc., Los Angeles; Richard Lewis, KTAR, Phoenix; Harry Earnshaw Sr.; Charles Burke, W9XBY, Kansas City.

McCosker nominated Mr. Levy for the treasurership. J. Thomas Lyons, WCAO, Baltimore, made a seconding address in which he warmly praised Mr. Levy.

There was also brought in the "independent ticket" for a complete slate as follows: Mr. Fitzpatrick, president; Mr. Myers, first vice president; Mr. Allen, second vice president; Mr. Shepard, treasurer. With the exception of the treasureship candidate, all were elected, Mr. Levy being reelected to that post over Mr. Shepard by a vote of 108 to 83. The vote was then made unanimous upon Mr. Shepard's motion.

Directors Elected

FOR DIRECTORS for the three-year term, the independent ticket nominated W. W. Gedge, WMBC, Detroit; Mr. Craig; Stanley Hubbard, KSTP, St. Paul; Mr. Symons, Mr. Brunton. For the two-year term, Donald Flamm, WMCA, New York, was nominated. He voluntarily withdrew, however, on the ground that two of his associates in the Intercity Group of stations were nominated. Mr. Myers likewise had asked to be eliminated from one or the other of the ballots, but was voted down as a tribute to him.

Actually elected for the directorships by majority vote on 158 ballots cast were: Craig, Brunton, Symons, Gedge and Maland. Since 79 votes were required to elect a director, and since no such majority was cast for any of the three finally placed in competition for the unexpired Fitzpatrick term of two years, the matter of naming a director for that post was left to the board of directors. At its meeting following adjournment of the convention, the board named Mr. Cowles to serve until the next convention, rather than for two years. This was done because Mr. Cowles in the vice presidential vote had polled 91 votes, against 97 for Mr. Myers.

At the opening of the final day's session, the convention considered and passed 25 resolutions, only two of which occasioned any protracted debate, under the chairmanship of the NAB's perrenial resolutions committee head, H. K. Carpenter, WHK, Cleveland. [The salient resolutions are published elsewhere in this issue.]

Among those dealing with organization functions was one limiting active or voting membership in the NAB to only radio broadcasting stations, and placing in the associate category any person, firm or corporation associated with radio broadcasting, such as station representatives, transcription companies, engineering organizations, and the like. The motion carried after debate, and after Ed Craney, KGIR, Butte, Mont., had suggested a series of three amendments to the constitution.

Proposed Changes

Mr. Craney offered proposals the gist of which were (1) to provide future election of members of the board of directors by member stations in each of the five radio zones into which the country is divided, three from each zone; (2) to abolish the executive committee and give to the managing director broader powers in handling association business, and (3) to delete that portion of the bylaws which makes it mandatory for the managing director to bring to the board's attention matters of complaints or suggestions.

Winning spontaneous support. the proposals, however, were held out of order under regular NAB procedure. By convention vote, however, the board was instructed to bring these proposals before the convention next year. There was strong evidence of support.

It was pointed out that by naming three directors from each zone, elected by the zone station members themselves, the most representative and best men could be procured. Moreover, after attending board meetings, these directors could keep zone member stations apprised of developments.

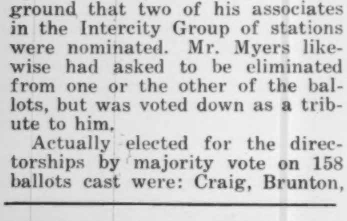
During the convention sessions, President Ward read into the record a number of communications, among them one from Frank A. Blair, president of the Proprietary Association, in which the services of that organization's advisory committee on advertising was offered all broadcasters. The organization, as the trade association for the packaged medicine industry, has reviewed advertising copy and continuity for companies placing approximately $40,000,000 annually in advertising, the communication said, and the facilities of the advisory committee are available to broadcasters.

Another communication read into the record was from the Women's National Radio Committee in which that organization expressed itself as decidedly opposed to government control of radio and disclaimed any "reform" activity. It advocated program improvement, however, with shorter, more efficient commercials, fewer women announcers on cosmetics programs, no testimonials, no appealing to children over the heads of parents, and the setting aside of definite schedules of "children's hours" staggered over stations in the same community.

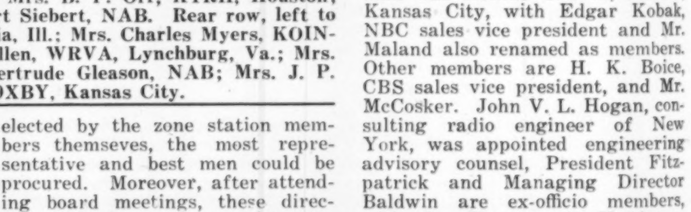
At the board meeting following the adjournment President Fitzpatrick named a new committee of five to carry on the cooperative coverage bureau negotiations with ANA and AAAA. Renamed chairman was Arthur Church, KMBC, Kansas City, with Edgar Kobak, NBC sales vice president and Mr. Maland also renamed as members. Other members are H. K. Boice, CBS sales vice president, and Mr. McCosker. John V. L. Hogan, consulting radio engineer of New York, was appointed engineering advisory counsel, President Fitzpatrick and Managing Director Baldwin are ex-officio members, with Dr. Herman S. Hettinger, NAB research director, ex-officio secretary.

DENVER TRIO — Frank Quinn, KLZ; Mrs. and Mr. E. L. Bengston, owners of KLZ.

THE LADIES, TOO—To this year's convention came a record turnout of wives of delegates. Front row, left to right: Mrs. Frank Bishop, KFEL, Denver; Mrs. Arthur Church, KMBC, Kansas City; Mrs. Gene O'Fallon, KFEL; Mrs. Henry Orbach, KFEL; Mrs. B. F. Orr, KTRH, Houston; Mrs. William Hedges, NBC; Miss Birt Siebert, NAB. Rear row, left to right: Mrs. Edgar Bill, WMBD, Peoria, Ill.; Mrs. Charles Myers, KOIN-KALE, Portland, Ore.; Mrs. E. A. Allen, WRVA, Lynchburg, Va.; Mrs. Reed T. Rollo, Washington; Miss Gertrude Gleason, NAB; Mrs. J. P. Veatch, KFEL; Mrs. Sidney Noel, W9XBY, Kansas City.



WBS-ERPI Group—Seated is P. L. Deutsch, president, WBS. Left to right, standing, are Pat Campbell, Los Angeles manager, WBS; Eddie Rohr, ERPI engineer; W. L. Hoppes manager, broadcasting department, ERPI; Vincent Kane, WBS technician, and Steve Rintoul, WBS station relations manager.



FOUR FROM THE SOUTH—Left to right: Glenn Marshall. WMBR, Jacksonville; Gordon Willox, WDBO, Orlando; Steve Cisler, WJTL, Atlanta; K. G. Marshall, WBRC, Birmingham.

Resolutions Adopted by the NAB Convention . . .

STAND ON COPYRIGHT

RESOLVED, That the NAB hereby affirms the action of the board of directors taken at their New York meeting on June 22, 1935, as expressed in the following resolution:

"*WHEREAS*, a full report covering the recent negotiations with ASCAP has been made to the Board by A. J. McCosker, chairman of the Copyright Committee heretofore appointed, and certain of the members of the committee; and by Edward Klauber, representing CBS; A. L. Ashby, representing NBC, I. D. Levy, representing WCAU, and J. C. Hostetler, copyright counsel for the NAB; the Board makes the following declaration of the principles and facts:

"1. The board reiterates that the so-called 'per piece plan' or 'measured service plan' is the fairest and best to be followed in paying for the use of copyrighted music, in that it enables each broadcaster to pay a price fixed by the individual owner of copyrights, competitively, and compels no person to buy or pay for more than he actually uses.

"2. The board believes that the two networks and WCAU when they accepted a five-year extension of the present contract, did so only after the NAB Copyright Committee found it impossible to work out with the copyright committee of ASCAP a 'per piece' or 'measured service' plan prior to the expiration of present contracts; and that when they accepted such contracts it was because the networks and WCAU felt that it was necessary for the industry to have available upon the best terms possible, the repertoire controlled by ASCAP, and for the reason that it is impossible to operate a radio broadcasting station without the use, to a greater or lesser extent, of the music so controlled.

"3. The board believes that every broadcaster must come to a decision as to whether or not he desires to extend his present contract for a period of five years from January 1, 1933 (1) in the light of the requirements of his station, (2) his contract commitments, if any, either to the networks or advertisers, and (3) the fact that the suit being prosecuted by the United States has been continued until early in November, 1935, and therefore in all probability cannot be decided by the trial court prior to the date of the extension of the present license already granted which is January 1, 1936."

* * *

COMMEND ASCAP SUIT

SINCE it is the consensus of opinion of the members of NAB that the Attorney General of the United States be commended for instituting anti-trust proceedings aganist the American Society of Composers, Authors & Publishers, et el, and

WHEREAS, the Attorney General of the United States, the Hon. Homer S. Cummings, and the Special Assistant Attorney General, Andrew Bennett, have faithfully and diligently served the public interest by proceeding with such suit against the members of said Society with dispatch and in a commendable effort to rid the people of this countrty of monopolistic practices which are subversive to the business principles of a free people, and

WHEREAS, it appears that the public interest necessitates and requires that such proceedings be pressed to a final and speedy determination, it is

RESOLVED, that this association favors and approves a continuation of the activities of the Attorney General and his staff in the Government's proceedings against the American Society of Composers, Authors and Publishers, et al, and that the President of the association is hereby directed to express our gratitude and appreciation to the Attorney General and his staff for such action on the behalf of the public interest, and it is respectfully urged that the Attorney General and his staff continue therewith, with the assurances of our support.

* * *

SUPPORT ASCAP SUIT

RESOLVED, That the officers and directors of the NAB be instructed to support the suit of the United States Government against the American Society of Composers, Authors & Publishers, The Music Publishers Protective Association and their affiliated defendants, to the end that royalties for the public performance of music may be determined by free and open competition among copyright owners.

* * *

FAVOR COPYRIGHT BILL

RESOLVED, that the NAB hereby petitions the Congress of the United States speedily to enact Senate Bill No. 3047, generally known as the Duffy Copyright Bill, which brings the Copyright Act of 1909 into conformity with the pending Treaty which would permit American entry into the International Copyright Union, and which will afford relief to broadcasting stations, hotels, restaurants, public gatherings, valet shops, and so forth, by eliminating the minimum statutory damage provision and permitting the court to determine the amount of damages.

And that a copy of this resolution be communicated to the chairman of the Patents Committee of the Senate, the Hon. Wm. G. McAdoo; and Senator Duffy; and to the chairman of the Patents Committee of the House of Representatives, Rep. Sirovich, and to Rep. Bloom.

* * *

OPPOSED TO CENSORSHIP

WHERAS, it is the declared policy of the Congress of the United States that the Federal Communications Commission in the administration of the radio law shall have no censorship powers over radio programs, and

WHEREAS, the greatest possible freedom of speech must be preserved to radio broadcasting, be it therefore

RESOLVED, That the NAB instructs its officers and directors to oppose any and all legislation and governmental regulations, the effect of which would result in the abridgment of freedom of speech.

AGENCY-ADVERTISER BUREAU

WHEREAS, the 1934 convention of the NAB directed the chairman of the commercial section to appoint a committee of five to study what is pertinent information for the advertising agencies and the advertisers who are buyers of radio advertising and to invite discussions with representatives of the American Association of Advertising Agencies and the Association of National Advertisers with a view of setting up a bureau for the broadcasting industry,

WHEREAS, such committee was appointed, studied the problem and conducted discussions with the aforementioned organizations, the results of which discussions have been reported by the chairman of the commercial section to the board of directors and the convention,

Therefore Be It RESOLVED, That the NAB re-affirm its willingness to cooperate with the advertisers and agencies in the creation of a cooperative bureau, and that the president of the association be directed to appoint a committee of not less than five members, to be approved by the board of directors and to be responsible to it, the said committee to conduct such activities as may be necessary to the establishment of such a bureau and to represent the NAB in any discussions or negotiations with advertisers and/or agencies.

* * *

AGENCY RECOGNITION

RESOLVED, That the managing director be instructed to proceed immediately with the creation of a bureau of agency recognition in accordance with the plan approved and recommended by the commercial committee, with the understanding that the said bureau will be finally established only if the cost of its first year of operation is underwritten by the stations proposing to avail themselves of its services.

* * *

COVERAGE SURVEY

RESOLVED, That the action of the managing director in authorizing the technical director of the association to cooperate actively with the FCC and the stations contributing to the conduct of the Secondary Coverage Survey be and the same is hereby approved; and that the managing director be and he is hereby authorized to continue such participation particularly during forthcoming conferences at which the results of the survey are to be considered.

AND MORE LADIES—Front row, left to right: Mrs. C. W. Hayes, WHBC, Canton, O.; Mrs. Gene Park, KSL, Salt Lake City; Mrs. Carl Haymond, KMO, Tacoma; Mrs. Douglas Hotchkiss, KTHS, Hot Springs; Miss Ruth Hotchkiss; Mrs. W. B. Greenwald, KWBG, Hutchinson, Kan. Second row: Mrs. Dean Fitzer, WDAF, Kansas City; Mrs. Herbert Hollister, WLBF, Kansas City, Kan.; Mrs. James Curtis, KFRO, Longview, Tex.; Mrs. W. D. Pyle, KVOD, Denver; Mrs. Clarence Cosby, KWK, St. Louis; Mrs. O. L. Taylor, KGNC, Amarillo. Rear row: Mrs. Lambdin Kay, WSB, Atlanta; Mrs. Tom Convey, KWK, St. Louis; Mrs. Bob Convey, KWK; Mrs. J. H. McGillvra, New York; Mrs. H. W. Slavick, WMC, Memphis.

ASSOCIATE DUES FIXED

RESOLVED, that the NAB hereby approves and adopts the amendments to the Constitution and bylaws of said association which were duly submitted to its members in advance of the meeting at which this resolution was adopted, as provided by said constitution and bylaws, said amendments being as follows: 1. Article III, Section (a): Strike out all of the section and insert the following in lieu: "(a) The membership of this Association shall consist of (1) any duly admitted person, firm or corporation engaged in the operation of any radio broadcasting station, to be known as an *active member*; (2) any person, firm or corporation associated with radio broadcasting, to be known as an *associate member*." * * *

6. Bylaw 1. Section (b): Strike out all of the section and insert the following in lieu: "(b) The annual dues of the Associate Members of this Association shall be at the rate of $250 per year, payable quarterly in advance." * * *

* * *

COPYRIGHT COUNSEL COMMENDED

WHEREAS, Joseph Hostetler, the counsel for the copyright activities of NAB has made a complete and full report of his activities in this respect, and since his efforts in this regard have at all times been prompted by a sincere desire to perform a distinct service to the broadcasting industry as a whole in following out the instructions that this industry gave him as its attorney, it is

RESOLVED, by this body that Joseph Hostetler should be warmly commended for his efforts to obtain relief for the broadcasting industry from the ravages of the American Society of Composers, Authors & Publishers, and it is recommended that he be given the opportunity to continue to give the same service to the NAB and the members thereof at large as he has in the past.

[Note: Mr. Hostetler concluded his services as NAB copyright counsel with the board meeting at Colorado Springs.]

* * *

THREE-YEAR LICENSES

RESOLVED, that the NAB go on record as favoring the issuance of radio station licenses for a term of at least three years.

* * *

EDUCATION BY RADIO

RESOLVED, That the NAB continue to cooperate with the Federal Communications Commission and educational groups in all practical efforts to study the application of education to radio.

* * *

PRAISE PRALL SPEECH

RESOLVED, that the NAB sincerely thanks the Hon. Anning S. Prall, chairman of the Federal Communications Commission, for the information, common sense and usefulness of his message delivered at its 13th annual convention, and that the membership believes that his message will serve as a potent aid in assisting the licensees of American broadcasting stations to cooperate with the Federal Communications Commission.

* * *

LAUD DENVER COMMITTEE

RESOLVED, that the NAB hereby extends its hearty thanks to Gene O'Fallon, chairman, F. W. Myer, G. E. Nelson, W. D. Pyle, Lou Keplinger and Mrs. Gene O'Fallon of the local convention committee for their admirable services in making the 13th annual convention an outstanding success.

(Continued on page 57)

Revision of Ethical Standards Is Effected at NAB Convention

Improper Rate Practices, Free Time, Defamation Of Competitors, Excessive Claims Are Barred

Mr. Carpenter

PROMULGATION of a revised code of ethics for the broadcasting industry, incorporating those portions of the NRA code of fair competition which have proved beneficial in enhancing the business integrity of the industry, was effected at the NAB convention in Colorado Springs July 10, upon recommendation of its commercial committee and the special committee on trade practices.

The new code of ethics, superseding the one in effect since 1929, deals with such matters as improper rate practices, outlawing of contingent or "free time" accounts, defamation of competitors and excessive service claims. In cases of violations, the actions would be considered by the NAB board. Action was deemed advisable because of the demise of the broadcasting industry code in May, when NRA was declared unconstitutional by the Supreme Court.

Station Coverage

FOLLOWING consideration of the report of both of these committees, which were presented by Arthur B. Church, chairman of the Commercial Committee, resolutions bearing upon activities affecting commercial broadcasting were adopted. Mr. Carpenter said that the most important work was that for the creation of an independent bureau for the authentication of station coverage through cooperative efforts of the NAB, American Association of Advertising Agencies, and Association of National Advertisers.

All three organizations, he declared, have been working assiduously to bring the bureau into being, but much more preliminary work remains.

This month, both ANA and AAAA have held meetings of their committees assigned to this work, he said. Upon Mr. Church's motion, the convention, at its closing session July 10 authorized the special committee to continue its function, looking toward creation of a cooperative bureau of coverage and listener data. Members of the committee during the last year were Mr. Church, chairman; J. V. L. Hogan, New York, engineer; John J. Karol, CBS research director; Edgar Kobak, NBC sales vice president, and Joseph A. Maland, WHO, Des Moines, who was named to succeed Walter J. Damm, WTMJ, Milwaukee, an original member who resigned.

TALKING IT OVER — William Rambeau, station representative, in consultation with Glenn Snyder, WLS, Chicago.

A plan for the establishment of an agency recognition bureau, drafted by the NAB upon authorization of the convention last year, also was presented by Mr. Church in his report delivered July 8. Before this project can be launched, however, it had been brought out by Managing Director Philip G. Loucks, in his earlier report, that some 125 stations would have to agree to its adoption and contract to underwrite the first year's cost of administration, estimated at $16,350.

On the suggestion made by Chairman Anning S. Prall of the FCC in his opening address that the NAB create within its organization a clearing house on program acceptance to eliminate programs of dubious public interest, Mr. Carpenter said such an effort in a measure now is being made and it is hoped to amplify that character of service.

Revised Code of Ethics

(Adopted by 1935 Convention of NAB)

1. RECOGNIZING that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.

4. Each member station shall refuse any advertising matter regarding products or services injurious to health.

5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.

6. Each member station shall refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

Proposals for Extension Of Intercity Group Are Discussed by Mr. Flamm

PLANS for expansion of the Intercity Group, now serving stations along the Eastern seaboard, keyed from WMCA, New York, were discussed by Donald Flamm, WMCA president, with many broadcasters attending the NAB convention.

While the discussions were merely preliminary, Mr. Flamm said a meeting of some 25 broadcasters will be called in New York about the middle of August, upon his return from a trip to the Pacific Coast. He said he received highly favorable comments from station operators throughout the country. The Intercity Group is functioning as a mutual organization, with line costs and other overhead prorated among affiliates.

Mr. Flamm discussed the project informally with various groups of independent station operators. More than likely, it was indicated, the next expansion will be in the direction of the Middle and Southwest, perhaps as far as Denver and Dallas.

VICK CHEMICAL Co., Greensboro, N. C. (proprietary) is using John B. Kennedy in a test program over WTIC, Hartford. The product advertised is Vitranol and it is a 15-minute program thrice weekly for 13 weeks. Cecil, Warwick & Cecil Inc., New York, is the agency.

Locals Organized Into NAB Affiliate

Officers Named and Plans Made For Sales Representation

REAFFIRMING its intention of setting up an organization having as its primary objective securing national business for local independent stations, National Independent Broadcasters, Inc. (affiliated with NAB), was created July 9 at the Colorado Springs NAB convention.

Disclaiming any intentions of breaking from the NAB, the organization adopted a constitution and by-laws and elected a slate of officers together with a board of directors. In all, 54 stations were listed as members, each of which is obligated to contribute initially $100. Each also has agreed to supply an additional $100 if needed later. The organization was perfected after a half dozen meetings called by Edward A. Allen, president of WLVA, Lynchburg, Va., prime mover in the organization.

Membership in the organization, instead of being restricted to local stations as originally planned has been extended to all local independents, irrespective of power, not affiliated with the networks. The initial plan is to set up sales representation offices in New York and Chicago. Personnel had not been decided upon, but it was said that four station representation organizations already have proffered their services.

Officers Elected

ELECTED president of the organization was Mr. Allen (who also was elected 2d vice president of the NAB). Mallory Chamberlin, WNBR, Memphis, was elected vice president; W. W. Gedge, WMBC, Detroit, secretary, and Ben McGlashin, KGFJ, San Francisco, treasurer. Directors elected (one from each of the five radio zones) were John Elmer, WCBM, Baltimore; Charles A. Hill, WIBM, Jackson, Mich.; R. S. Bishop, KFJZ, Fort Worth, Tex.; W. W. Behrman, WBOW, Terre Haute, Ind., and Arthur Westlund, KRE, Berkeley, Calif.

A special committee, it was agreed, will be set up to adjust station rates in order place local independents on a more equitable basis and make possible logical and adequate sales presentations by the special representatives. Zonal meetings also are planned from time to time for the purposes of aiding members in improving their positions.

At its first session July 7 the organization committee heard an address by William O'Brien, promotion manager of the Crowell Publishing Co., relative to station selection in advertising campaigns. He advocated the independent station plan and said he saw in it far-reaching potentialities.

Stations identified with the new organization are:

WHBF, WABY, WCOL, KFOX, KXRO,
KIT, KFIO, KARK, KROC, WRBL,
WTAX, KGEK, KRE, KGFF, WMBH,
KFJM, KONO, KLPM, KVOS, KPQ,
KUJ, KRLC, WKBZ, KWDG, WLBF,
KFJZ, WRAW, WIBM, WNBR, WMAZ,
WMBC, WDGY, WJTL, KREG, KFXM,
WBOW, KRGV, WGBF, WHBC, KFRO,
KABC, WCLO, WIL, WEED, WJBK,
WLVA, WOL, WMEX, WGH, WCBM,
WFDF, WLAP, WGAL, WSGN.

Prall Urges Cooperation by Advertisers

By ANNING S. PRALL*

Chairman, Federal Communications Commission

Favors Central Agency on Program Standards; Predicts Longer Station Licenses; Lauds Improved Ethics

I AM HERE at your gracious invitation, the honor of which I greatly appreciate. As the representative of the Federal Communications Commission it is a real pleasure, I assure you, to appear before you gentlemen of the Fifth Estate.

It is with genuine satisfaction that I am privileged to attend this convention where, for the first time since I was named a member of the Commission last January by President Roosevelt, I can meet face to face the representatives of the broadcasting industry as a group. Many of you I have met individually, with others I have corresponded, and with some I have a telephone acquaintance, but it is our earnest desire—and I speak for my fellow-Commissioners—to know all of you personally, to counsel with you, and to discuss your problems to the end that better radio service may be offered to the American people and that the industry may reach its goal of complete stability.

I am going to talk a little shop with you. It might aptly be called a "heart-to-heart with the broadcasters".

Higher Standards

AS YOU are probably aware, we have injected a bit of "New Deal" in radio during the past few months, and from where we sit in Washington it is very apparent, to say the least, that you are interested in our desire, or, may I make it a little stronger and say, our determination to free the air of objectionable programs and strengthen friendly radio reception in the American home. While our actions may have appeared drastic, I believe all of you will agree that even at this early stage much good has been accomplished. You will also agree, I am sure, that by our action the American home is assured of a better standard of radio programs and that in the final analysis the industry itself, having grown so important in the public mind and having assumed the responsibility of broadcasting information that should always be accurate and dependable, can rely upon the strong arm of the Commission to protect it against its unscrupulous brother within its own ranks who seems to disregard the idea that immediate profit must at times be subordinated to public service.

In order that you may follow our thesis chronologically, suppose I start at the very beginning of this new trend in program improvement. I came to the Commission in January as a layman with little more than the average listener's knowledge of broadcasting, but I had been something of an ardent listener. To me radio was (and still is) an ultra-modern combination of journalism, the theatre, the public rostrum and the school house.

Visualizing radio as I did, it was difficult for me to reconcile some of the programs heard so consistently with this concept. To me there were many commercial medical programs and children's programs which did not accord with good taste. In the former case there appeared to be commercial announcements which were not only repugnant but absolutely false, deceptive and fraudulent. That much is an old story to you.

Upon taking office, I found that the Commission's Law Department was working on a score or more of complaints involving programs that seemed to be out of step with the requirements of law. We expedited that work. Immediately there developed a strong support for it. It was not a reform movement. We simply had in mind what should have been obvious to the broadcasting industry all along: That elimination of these offensive or improper programs was desired by listeners, and that with them stations could not meet the requirements of serving "public interest, convenience and necessity".

Blood and Thunder

AFTER only five months there has been a wholesome cleaning up. Stations have taken the view that the result can be accomplished by self-regulation. That is well! We on the Commission are gratified. The job has not yet been completed, for our records show that there are still some 100 station citations pending involving programs. These are not confined to medical continuities. They include lotteries, astrology programs, and other seeming violations of broadcasting "in the public interest". But we do feel that a good start has been made.

Having served the City of New York as President of the Board of Education, with an enrollment of more than a million boys and girls in the public schools, I am naturally interested in what is going over the air under the guise of children's programs. Caustic complaints have come to me to the effect that many children cannot eat or sleep after hearing some of these blood and thunder broadcasts. Good judgment could have prevented this, and can prevent it.

We would not have you believe that our view has been that all broadcasting stations have been transgressors. Far from that. We felt that the entire roster of 600 or more stations was being penalized by the sins of a decided minority who failed to recognize their obligation to listeners. We have discovered that a large number of stations for some time had been rejecting programs in which the commercial continuities were overdone, or the products questionable.

MR. PRALL

Particularly gratifying to us has been the leadership of the nation-wide networks. Because of their greater stakes in the broadcasting industry, it was only logical to expect them to be the bellwethers. They have responded admirably, and we hope they will continue to lead the way in this sensible self-regulation movement. Otherwise, there is strong possibility that Congress itself will step in and take a hand, and perhaps write into the law program restrictions with which stations will be forced to comply. That would be unfortunate, particularly when the result can be accomplished without it. On this, the ball has been passed to the broadcasting industry, and that includes the advertisers as well as the station operators. There must be team-work between the two. During the past few months the team-work has been fine. A bit of brain-work along with this team-work will win the old ball game.

Many of you, perhaps, are wondering what we are going to do about stations now operating with temporary licenses because of alleged program excesses. I am going to talk frankly. We do not have in mind the deletion of stations which can show that the programs complained of did not constitute the major part of their schedules, or which have since taken steps to clean up; but we will not condone gross and wilful infractions. Stations have been deleted in the past due to program shortcomings, and it may be that a few of the pending cases will necessitate this drastic action. I hope not.

It can be said, also, that the Commission has not and does not intend to prohibit the advertising of any and all medical products over the air. It does not have the power to do so, as you well know, because it can exercise no censorship whatever over programs. If a product, in the first instance is legitimate and if it is advertised in good taste without false or deceptive statement, then there is no reason why the account cannot be accepted by the station. But the broadcaster must be the judge. If he is incapable of judging, then we must assume he is not the proper person to hold a broadcasting station license.

At this point I wish to mention another factor in radio advertising which apparently has been overlooked; that is the advertiser himself, and, of course, his advertising agency. The advertiser has a very definite and primary responsibility. He is not subject to the terms of the Communications Act, as is the station, but he is amenable to many other laws of the land dealing with pure food and drugs and with interstate commerce. In the first place the advertiser should realize that radio is very different as an advertising medium from the printed page. He should not attempt to foist upon stations and their listeners advertising copy that cannot be placed in newspapers and magazines. He should realize that while he may sell his goods effectively over the radio by going to high-powered extremes in his sales talks, he is at the same time creating ill will among those who are informed. In the long run he will lose and perhaps the station will be found in the ruins.

Coverage Data

IT IS because unscrupulous manufacturers in the food, drug and cosmetics lines have gone to such extremes that the United States Senate recently passed the Copeland bill designed to rigidly regulate the sale and advertising of these products. If this bill becomes a law, then these manufacturers will soon find they cannot continue these practices. Radio should be the modern Paul Revere and be used to warn the public against the fake advertiser. Most certainly it should never be the medium used for selling goods that are fraudulently advertised.

I have noted in BROADCASTING Magazine that your Association is cooperating with the Association of National Advertisers and with

(*Continued on page 56*)

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* Address before annual convention National Association of Broadcasters, Colorado Springs, July 8, 1935.

Newspaper Section Of NAB Is Formed

Walter Damm Named as Head At Meeting of 42 Stations

Mr. Damm

CREATION of a newspaper-station section of the NAB, to function in the same manner as other sections of the trade association, was agreed upon at a meeting July 8 of executives of such stations held coincident with the annual convention of the NAB at Colorado Springs. Walter J. Damm, manager of WTMJ, *Milwaukee Journal*, and former NAB president, was named chairman of the committee to draft a plan to govern the functions of the section which, it was declared, will devote itself to matters peculiar to newspaper-owned stations. Other members of the committee are H. Dean Fitzer, manager of WDAF, *Kansas City Star*, and Lambdin Kay, manager of WSB, *Atlanta Journal*.

Mr. Fitzer

"By unanimous action", said the announcement of the section following its organization, "the group was organized as a section of the NAB similar to other NAB sections. It was agreed that newspaper stations share certain problems not common to the general membership of the NAB which could be considered by the newspaper group to advantage without in any way conflicting with the general purposes of the NAB."

Mr. Kay

The meeting was held behind closed doors and Mr. Damm was asked to preside. Among other things, it was decided that the section should have a fund of its own, separate from the NAB treasury, and that all of its actions considered in any degree controversial would be submitted not only to the membership of the section itself but to the NAB board of directors. This matter and others will be considered by the committee in the drafting of a plan, probably within a fortnight, after which a section meeting may be called.

Attending the organization meeting were the representatives of 42 newspaper-owned stations, of the 77 such stations holding NAB membership. To be eligible for membership a station must be at least 51% owned by a newspaper, daily or weekly. Later, it is expected, consideration may be given by the section to broadening the membership to embrace associate members, to accomodate stations affiliated with newspapers but not controlled by them.

Mr. Damm originally suggested a meeting of newspaper-owned stations several months ago. He sent out a questionnaire to them in which he enumerated 14 separate suggestions of items of interest only to such stations. Of the stations which responded, 29 said they were primarily interested in news broadcasting; 22 in editorial support for station activities; 22 in circulation promotion by radio; 21 in the exploitation of editorial features by radio; 19 in general institutional promotion; 18 in raising of copy standards, copyright matters and legislation; and 16 in merchandising service. Other items mentioned included joint station-paper advertising rates; station-paper tieins on specific advertising projects; and an annual award for the most notable instance of public service by a newspaper station.

A resolution offered by Mr. Kay dealing with standards of commercial copy, and the presentation of an annual award, was adopted unanimously for consideration by the convention itself. It is published elsewhere in this issue.

STEAKFEAST—One of 30 auto-loads en route to mountain party: Walter Biddick, Los Angeles; Cy Taillon, KGHL; Cliff Sleininger, Free & Sleininger; Birt Squire, WHK; Buryl Lottridge, KOIL; H. K. Carpenter, WHK; Harry Hoessley, WAIU.

Many NAB Exhibitors; AMP Sounds Sentiment

AMONG the numerous exhibits at the NAB Convention at Colorado Springs were those of Transradio Press, United Press, International News Service, Press-Radio Bureau, RCA Victor Co., Graybar-Western Electric, World Broadcasting System, McGregor & Sollie, Standard Radio Advertising Co., Freeman Lang (sound on films), Radio Producers Sales Co. and Associated Music Publishers.

The AMP, represented by M. C. Tompkins and Loren Watson, the latter of the staff of Wired Radio Inc., was sounding out sentiment among the broadcasters for its proposed new transcription library service, 90 hours of which it is said to have already recorded. If sufficient interest was shown, AMP is prepared to secure an ERPI license for vertical recording, but Mr. Tompkins asserted at the convention that his company was not yet prepared to announce its plans.

In the meantime, AMP's parent company, Wired Radio, has suspended its tests of program services via power lines in Cleveland, but announces it may resume them shortly. Its recorded library, it is understood, was originally intended for the wired radio experiments and contains copyrights, many of them by European composers, which AMP controls.

DAILY interpretative news periods furnished by mail by the *Christian Science Monitor* are now being carried over 183 stations, including one in Mexico and one in Hawaii.

Candid Cameras Aid

TO FOUR highly expert amateur photographers attending the NAB convention as delegates, BROADCASTING Magazine is indebted for many of the pictures included in these pages. They leaped into the breach when a professional photographer engaged by us met bad luck with his equipment. Using small candid cameras, they snapped various shots for us which were enlarged for this edition. They were: Herbert Hollister, WLBF, Kansas City, Kan.; J. Buryl Lottridge, KOIL, Council Bluffs; Joseph A. Chambers, WLW, Cincinnati, and C. W. Horn, NBC, New York. To them BROADCASTING extends its sincere thanks.

BALTIMORE is represented by the popular Tom Lyons, operator of WCAO, and Mrs. Lyons.

Awards Proposed For Public Service

NAB Approves Plan to Join With the RMA on Project

Mr. Geddes

PRELIMINARY plans for the creation of annual awards in radio for conspicious examples of public service by broadcasting stations, and possibly by program builders, advertisers, announcers and others in the broadcasting art, were made known during the NAB convention at Colorado Springs.

Coincident with adoption by the convention of a resolution, sponsored by Lambdin Kay, manager of WSB, Atlanta, it was learned that the Radio Manufacturers Association with an identical view in mind, had sent its executive vice president, Bond Geddes, to the convention to offer to the NAB board a plan adopted by his organization last month to cooperate in such an endeavor. His organization, Mr. Geddes told the board, was prepared to contribute anything from $5,000 to possibly $20,000 toward such a project.

After action by the convention, President Leo J. Fitzpatrick, WJR, Detroit announced he would appoint a committee of three to cooperate with the RMA committee of three in drafting the basic plan. The RMA committee comprises Powel Crosley, president of Crosley Radio Corp., which operates WLW and WSAI, chairman; James M. Skinner, president of Phico; Eugene A. MacDonald, president of Zenith Radio Corp., and Leslie F. Muter, president of the Muter Co., Chicago.

Designed to parallel the awards in the literary, theatrical and newspaper fields by the Pulitzer Foundation, Mr. Kay has in mind a Radio Foundation which would give recognition to the cultural and the public service side of radio. Under such an endeavor, awards might be made to all classes of stations for all types of service and performances, and to individuals excelling in their particular pursuits.

The NAB convention passed a resolution authorizing its board "to consider the establishment of one or more annual NAB awards for conspicuous examples of public service rendered by American broadcasting stations."

CONVENTIONEERS—Left to right: Humboldt Grieg, Southwest Broadcasting System; John H. Weiser, Los Angeles, vice president, Botsford, Constantine & Gardner; Sam H. Bennett, KTAT, Fort Worth; Neal Barrett, KOMA, Oklahoma City; John Blair, John Blair & Company.

Rival News Services Acquire More Clients at NAB Session

Interest in Press Situation Is Keen Among Delegates; Publishers Sounded by the A. P. for Their Views

EXCEPT for the intense interest in copyright pervading the Colorado Springs convention, the matter of news broadcasting occupied paramount attention—with representatives of the three press associations on hand to contact prospective clients. Transradio, United Press and International News Service all reported the signing of new customers for their rival services after many broadcasters had visited their headquarters and exhibits to get first-hand information.

Associated Press, which unlike the others is mutually owned by its newspaper clients and is not offering its news to radio except through the Press-Radio Bureau, was reported to be circularizing its membership with questions as to their attitude toward the sale of news to radio stations by UP and INS. Informal reactions were said to be adverse in some important quarters but indifferent among most publishers, who realize that news by radio has come to stay.

Neither UP nor INS has lost a single newspaper client as a result of their entry into the radio field, it was learned.

Working Exhibits

INS and Transradio had working exhibits at Colorado Springs, with Walter Moss on hand for the former and Herbert Moore, Transradio president, present to make contacts. Representing UP at the convention were Edwin Moss Williams, its sales manager, and Al Harrison, traveling representative.

Thirty-one radio clients, including the five Hearst-owned stations and the Yankee Network outlets, are now subscribing to the INS service, Mr. Moss reported. Signed at the convention were WLW, WSAI and WCKY, Cincinnati; WDGY, Minneapolis, and WMBR, Jacksonville. Other recent additions were WBBM, Chicago; WJR, Detroit; WGAR, Cleveland, and WFIL, Philadelphia. WLW is now taking both Transradio and INS as is KNX, Hollywood. WGAR started the service July 8 and WJR starts Aug. 10.

Transradio reported the signing of 27 new station clients at the convention, and Mr. Moore made the statement that "none of the gains made by the newspaper-controlled press associations was acquired at Transradio's expense." Among the newly-acquired clients are WPAR, Parkersburg; WHK, Cleveland; WGBI, Scranton; KMO, Tacoma; KWJJ, Portland; KTFI, Twin Falls, Idaho; KFJI, Klamath Falls, Ore., and WAIM, Anderson, S. C.; KOL, Seattle; KTAR, Phoenix; KGIR, Butte; WMBC Detroit; KFJZ, Fort Worth, and KGIW, Alamosa, Colo. At the convention Transradio exhibited its high-speed teletypes with practical demonstrations of how its news is delivered to KVOR, its Colorado Springs client.

RIVALS meet to pose for our photographer: Herbert Moore, president of Transradio Press (left) and Al Harrison, United Press, at NAB Convention.

KVOR's news announcer broadcast regular sponsored and sustaining news programs direct from Transradio's news rooms. Pointing out that Transradio is now serving about 250 stations in 46 states and several foreign countries, Mr. Moore asserted that neither UP nor INS has "failed to halt the growth of Transradio."

Up to press time, no newspapers had followed the example of the *Athens Daily Times* in buying Transradio, though negotiations were said to be in progsess with several publications.

Railroads Unprepared

FAR from satisfactory was the train service from the East to remote Colorado Springs, with the special New York-Washington convention trains cancelled by the Missouri Pacific at the eleventh hour and with other roads caught unprepared to handle the big traffic. When air-conditioning equipment on one home-bound Rock Island train went bad, it was a radio engineer, Paul Godley, who stepped into the breach and corrected the electrical refrigerating equipment while two of the railroad's technicians could merely look on.

UP Signs Stations

UNITED PRESS has brought the number of its radio station clients up to 30 within the last two weeks, the following being the customers signed most recently: KWK, St. Louis; KGMC, Amarillo; KTBS, Shreveport; KGDM, Stockton; KFBK, Sacramento; KMJ, Fresno; KSTP, St. Paul (one of the pioneers in the movement a year ago for stations to collect news cooperatively); KTUL, Tulsa, and KTAT, Fort Worth.

The *Charlotte* (N. C.) *Observer* has protested the action of UP in signing a contract to deliver news to WBT, and at the time of going to press orders had been given to the desk not to use any UP copy, although the paper's contract with the press association still has a long period to run. Curtis E. Johnson, publisher and president of the *Observer*, had previously given permission to United Press to set up a bureau in his premises, and it is from this office that a special UP staff was supplying news to WBT.

On the West Coast

A NEW DAILY newspaper, to be serviced with full Transradio news reports, will shortly make its appearance in San Francisco. This rumor, freely circulated in the Pacific Coast city, and although not confirmed when BROADCASTING went to press, is generally conceded to have substantial foundation. Signing of six additional stations for full news coverage in Oregon since July 1, puts Transradio in every community in that state where there is a station, with the exception of Corvallis, where the station is operated by the State Agricultural Collge. New Oregon stations signed are KORE, Eugene; KOOS, Marshfield; KMED, Medford; KSLM, Salem; KWJJ and KEL, both in Portland.

Transradio has also installed 15 teletype machines in various parts of California for exclusive use of its correspondents. This move, it was explained, speeds up service by seven minutes and also cuts down wire charges.

Although KSFO, San Francisco, is continuing its Press-Radio membership, the station on July 1 stopped using the publishers' flash bulletin service and at present has no news on the air. KGDM, Stockton, Cal., on June 15 cancelled its Press-Radio service in favor of UP, and KFRC, San Francisco, a Don Lee network station, is also interested in that service providing they get a sponsor.

From all indications the American Broadcasters' News Association, with San Francisco and Oakland offices, isn't making much progress. The service was scheduled to start functioning July 1 with full news coverage but Frank Wright, who heads the venture, announced that he was marking time before starting with spot news, and is non-committal on names of affiliated stations. He announced some weeks ago that 29 stations in the West had been signed by ABNA. Only broadcasts to date are the International News Calender on KFRC, and the International Sports Calendar on KJBS, both San Francisco stations. Wright stated that the programs are being supplied by the feature

(*Continued on page 58*)

United Front on Legislation Is Advised By Mr. Bellows to Preserve the Industry

Mr. Bellows

IN HIS eighth and final report as chairman of the NAB legislative committee—a report delivered by proxy to the NAB convention at Colorado Springs July 8—Henry A. Bellows, former CBS vice president and until recently identified with the association's executive staff, predicted "destruction" of the industry unless the "essential unity" of stations is maintained. Mr. Bellows was unable to attend the convention, having entered the radio advertising business, and his report was read by James W. Baldwin, assistant managing director.

Frank and forthright in his discussion of the legislative pitfalls which beset broadcasting, Mr. Bellows was caustic in his criticism of individual broadcasters for their apparent failure to become aware of these threats. His plea was that the new administration of the NAB and its legislative chairman be given the support of an undivided industry, fully awake to its problems and dangers, and ready to forget all its minor differences in order to stand solidly in unfaltering support of these officers.

The comprehensive report recounted chronologically the activity of the last nine months since the holding of the Cincinnati convention in the field of legislative and regulatory activity. Censorship played a prominent part in it. Litigation involving efforts of states to impose taxes upon stations, and affecting news broadcasting also were covered.

Apropos of censorship, Mr. Bellows asserted that the FCC, in its report to Congress last January accepted as unquestioned the right

(*Continued on page 62*)

AT FIRST TEE—C. H. Venner, Conquest Alliance Co.; James Hughes, WHBF; Jack Storey, WTAG; Harold Vance, RCA Victor Co.

Tests to Determine Television Future Says Mr. Sarnoff

Haste Might Prove Dangerous To Development, He Asserts

"ALL THAT can be done with television, short of actual and studied experience with it in the field, has been done," according to David Sarnoff, president, Radio Corporation of America, writing in the July 7 issue of *This Week*. "There is no longer any question about the clarity and sharpness of transmitted images."

Immediately ahead lies the necessary field work which must precede introduction of the visual art on a widespread scale, he said, reminding that RCA is spending a million dollars for a television station, observation receivers and program service.

Danger of Haste

"NOBODY can check progress when it is ready to move," Mr. Sarnoff wrote in *This Week*. "But nobody can force progress ahead, either. Things brought out before their time have a habit of rolling back upon us, often at a cost of years in delayed development. We are at a spot in television right now when ill-considered haste might mean the very opposite of speed.

"Television bears no relation to the present system of sound broadcasting. Television promises to supplement the present broadcasting service by adding sight to sound. It will not supplant nor diminish the importance of broadcasting by sound.

"Our research and technical progress may be judged by the fact that upon a laboratory basis we have produced a 343-line picture, as against the crude 30-line picture of several years ago. The picture frequency of the earlier system was about 12 per second; of the present system the equivalent of 60 per second is the satisfactory but not necessary limit. This compares with a standard projection rate of 24 per second for motion pictures.

"Thus the first major obstacle and, we hope, the biggest on the road to popular use of television has been cleared.

"However, the mere fact that clear and pleasing pictures can be transmitted between two groups of engineers working under the most careful scientific control is far from positive evidence that a continuous stream of pictures may be broadcast over 3,000,000 square miles of territory to 130,000,000 people, even if all facilities for doing so were ready, which of course they are not.

"Methods used by the engineers may not be applicable at all to popular television, much as we hope they are. It is conceivable that after months of field tests some unexpected difficulties may be encountered that will require further research in the laboratory. This is not pessimism, but a fact to be faced. And this is the purpose of making tests under actual conditions to be encountered in the field.

"A second fact that can't be ignored is that television in its present state has some very definite limitations. The service range of the best transmitter is rarely more than twenty-five miles, and it frequently is only fifteen miles. Once field work is under way engineers believe they can materially increase this range; but this, too, is a hope to be realized. Transmitted pictures are still relatively small. From the practical standpoint they might be compared to what one sees of a parade from the window of an office building or of a world series baseball game from a nearby roof, or of a championship prize fight from the outermost seats of a great arena. In this fast-moving age filled with competitive amusements will people be content with television's dramas in miniature, once the novelty of the new toy wears off? Frankly, nobody knows.

Means Change in Habits

"BUT SUPPOSE that people *are* satisfied with the size of the pictures—just how long and how frequently will they sit before a television receiver and rivet attention on the visual action? With sound broadcasting full attention is not necessary. One may read, move about the house at work, play bridge, talk to a circle of friends while the radio plays on. Television will mean a change in the habits of the home if it is to be worth its cost. What sort of programs will the public want? Again, we don't know as yet.

"Popular sound broadcasting is almost wholly by comparatively long waves, as measured by the latest standards of the radio art. Television uses ultra short waves, and we don't know very much about the peculiarities of these waves in everyday use. Is every passing automobile going to ruin the television fan's evening because of impulses, sent out by its ignition, that 'splash' the picture? Airplanes passing over our laboratory high in the Empire State Building cast shadows on television images.

Practical Tests

"ANSWERS to all of these questions and to many others we hope to find in our field tests, at least in part. In Germany, England and Canada they are seeking the same answers. And above all others is the question of how soon progress in the television art will stabilize to an extent to warrant popular introduction of this marvel. This is the most serious question we face today.

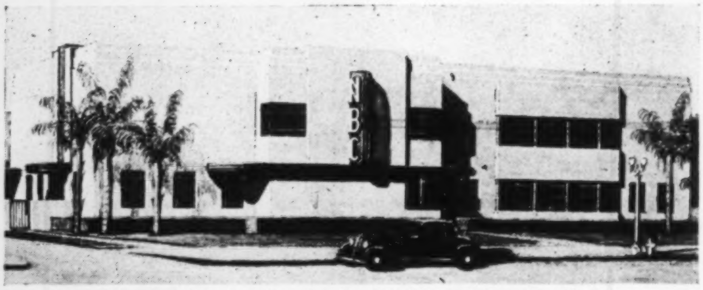
"Radio recievers bought ten years ago are still usable, however crude they may be compared to up-to-date equipment. Broadcasting transmitters have been radically improved; in fact, betterments are constantly being made—but still the older receivers continue to serve their owners.

"This could not be the case with television. The latter is a highly complicated system of transmitting and receiving elements, with thousands of interlocking parts, each of which must not only function correctly within its own sphere of activity, but must also synchronize with every other part of the system. This means, in the broadcasting of sight, that transmitter and receiver must fit as lock and key, that every major improvement in the first necessitates a corresponding improvement in the second.

"Just suppose, for example, that television had been popularly introduced last autumn. Suppose that many thousands of receivers had been made and sold. At that time we were using a 240-line television picture with a frequency of 24 per second. Every receiver built for such pictures would be obsolete today with the 343-line, 60-frequency pictures. Either that or we would have to keep operating transmitters that were much inferior to what we could build.

"Great improvements unquestionably are ahead in this new art of the radio waves. The very rapidity of recent progress stands as warning that we are far from a reasonably stabilized development. It would be economic folly to set up a nation-wide system at tremendous cost, only to find it hopelessly inadequate in a short time.

"Clearly, the next stage of television is proper field demonstration by which the basis may be set for technical standards. A few years from now the story may be—we hope it will be—different."



NBC's New Studios in the Motion Picture Capital

HERE is what the new NBC studios will look like when completed Oct. 1. After months of investigation, NBC this month completed arrangements for the construction of modern studios in the film center, taking over the Consolidated Film Industries building, formerly a film studio. It is located on Melrose Ave. and work already has started. The action followed an intensive survey by Don E. Gilman, NBC western division vice president, and O. B. Hanson, NBC chief engineer. The new plant, described as one of the most up-to-date on the Coast, will include four studios, two of the small theatre type seating more than 250.

"The increasing use of radio stars in motion picture productions, and of movie stars in radio," said Richard C. Patterson Jr., NBC executive vice president, "has emphasized the need for more adequate studios in Hollywood. Hollywood has become a great reservoir of talent for radio, and we expect that many more programs of national interest will originate in Southern California as soon as we have provided proper facilities."

The structure is being remodeled at a cost of approximately $500,000, according to Mr. Gilman, and also will be used as executive offices. The building has been idle since the fire of 1929.

"The building of the Consolidated Film Industries, Inc., is admirably adapted to our purpose," said Mr. Gilman, "and with the alterations now under way for our occupancy it will become another of the great engineering plants which have been established by NBC to provide the finest radio programs to the American listening audience. These studios will be equipped with broadcasting equipment of the latest design and will have the advantage of all the developments and experience we have gained in building Radio City."

Television Is Retarded By a Lack of Capital, Asserts Philco Executive

TELEVISION is still four years away because the American public is too sophisticated and exacting to help pioneer the new industry, in the opinion of Harry Boyd Brown, national merchandise manager of the Philco Radio and Television Corp., of Philadelphia, expressed while in San Francisco to discuss the future of the industry with dealers. Philco already has perfected a television set to sell for $275 that could be placed on the market in 30 days, but no broadcasting station is able to furnish programs for these sets, he pointed out.

"The wave of a television broadcasting studio would only be 30 miles and it would take scores of stations, costing several hundred thousand dollars each, to furnish national coverage," Brown said. "Our big question is how to make these stations pay for themselves. The public won't pioneer and wants something worth while to look at. If our company puts television on the market now, the sets would all be turned back to dealers within a week, because the proper type of program has not been dedeveloped. Television will come with a rush when capital gets brave enough and begins to invest money in the necessary studios and equipment."

FCC Engineers Inspect Progress of Television

HEADED by Dr. C. B. Jolliffe, FCC chief engineer, a party of FCC engineers visited the television laboratories of RCA Mfg. Co., Philco Radio & Television Co., and Farnsworth Television Ltd. the latter part of June. They declined to discuss their observations, since all of the experimenters are keeping their work confidential. With Dr. Jolliffe were Lieut. E. K. Jett and Andrew D. Ring, assistant chief engineers; Gerald C. Gross, FCC short wave expert, and J. P. Buchanan Jr., Mr. Ring's assistant in television allocations. Demonstrations of both radio and wire television were conducted for the party, it was learned, each of the three companies showing different systems, though all employ cathode ray principles.

A Government Expert Looks At Television and Its Future

Andrew Cruse Urges Broadcasters to Follow Progress Of Visual Art and Be Ready for Its Arrival

Mr. Cruse

BROADCASTERS should watch closely the advance of television, with much work in the laboratory remaining to be done, but in the meantime should develop studio technique if they hope to enter the field. This is the opinion of Andrew W. Cruse, chief of the Commerce Department's electrical equipment division, who gave the NAB convention at Colorado Springs July 8 his observations on television based on a recent inspection trip in Europe.

He suggested that the NAB name a committee to keep broadcasters advised on television progress and advised employment of an observer in Europe to assist such a committee.

American interests in Europe are in the very forefront of the foreign television picture, he said, referring to Electrical & Musical Industries in Great Britain, Lorenz in Germany and Standard in France, but reminded that broadcasters must keep abreast of foreign progress in the actual presentation of programs.

As to the Future

WHILE governments are directly or indirectly supporting and operating broadcasting and television in Europe, he said it was his view that the interests of both can best be served in this country without government assistance. "With recovery, and when you feel that the time is ripe," he concluded, "you will undoubtedly be able to add television to your present service and present television programs in the same thorough fashion in which you are now presenting your broadcasts. In the meantime let us be patient observers!"

Recent interest in television increased tremendously, Mr. Cruse pointed out, when the British House of Commons during May, 1934, named a committee "to consider the development of television and to advise the Postmaster General on the relative merits of the several systems and on the conditions under which any public service of television should be provided."

This culminated when the committee made its report Jan. 14 of this year, and the ensuing curiosity in this country led to the inspection trip from which Mr. Cruse returned June 2.

Here are resumes of what Mr. Cruse found in each country:

Progress in England

ENGLAND: The British Broadcasting Corporation is offering low - definition programs lasting from one-half to three-quarters of an hour, twice weekly, transmitted on 261 meters with accompanying sound on 398 meters, using separate transmitters for each. For television the Baird system is used, employing mechanical scanning giving a 30-line picture 12 frames per second.

These programs, he says, while having an objectionable flicker and low definition, have an entertainment value for short periods. Live talent is used. Estimates of the number of receiving sets in service vary from none to 10,000. The British Postal authorities estimate less than a hundred.

No Receivers Available

BOTH the Baird Co. and Electrical & Musical Industries are transmitting experimental high - definition television but no receivers can be purchased and the transmissions, he explains, can in no way be considered a public service.

On June 7 the British Postmaster General announced he had received word from the advisory committee "regarding the choice of a site for the projected London television station and other matters relative to the proposed *experimental* television service." It was added that Alexandria Palace had been picked as the site and that both Baird and EMI had been called to submit bids for the transmitters.

Late this winter or early next spring, Mr. Cruse expects, high-definition television service will be started by BBC using alternately the EMI 405-line 50-frame interlaced and the Baird 240-line 25-frame sequential transmitters. Present plans are to operate one hour each morning and two each evening on 6.6 meters for vision, 7.2 meters for associated sound.

About the time bids are accepted, he believes, receivers will be on the market. While some estimate receivers can be bought for $100, Mr. Cruse suspects the cost will be more than twice that figure, which may diminish public enthusiasm.

Plans of Set Makers

BRITISH radio manufacturers ignore television, he explains, on the ground that the publicity has cut the sale of receivers, but he adds that 1935 sales may equal those of last year despite television publicity, and television receivers may be admitted to the August Radio Show.

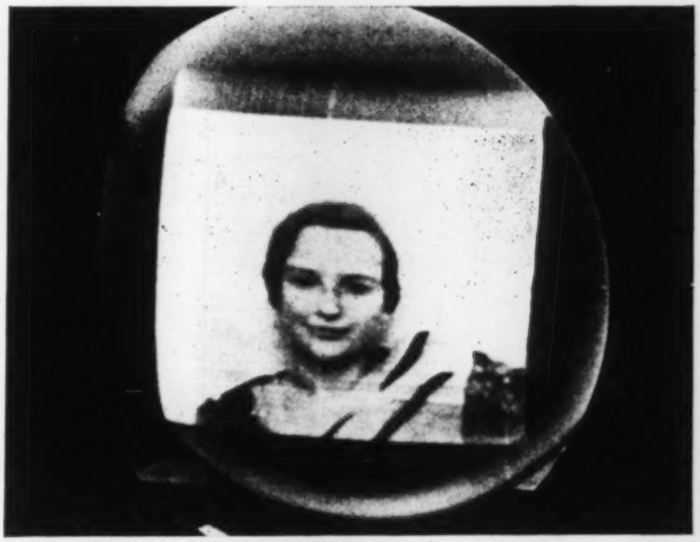
A television patent pool is necessary, British postal officials believe, and preliminary negotiations are under way.

Alexander Korda, director of many famous motion pictures, told Mr. Cruse that a new development likely will permit showing of images on a large screen in the home but he feels that the desire to enjoy entertainment in groups in the atmosphere of the theater will prevent television from becoming a serious competitor of the motion picture for a long time. Mr. Korda suggests the motion picture may be called on to aid in developing studio technique because of its knowledge of lighting, staging and

(*Continued on page 59*)

"WMAZ Peach Coupe"

IT WAS "WMZA Georgia Peach Coupe" on the menu of the NAB convention banquet July 9 at the Broadmoor Hotel, Colorado Springs, and it developed that the dessert was planned by E. K. Cargill, manager of the Macon, Ga. station. Mr. Cargill presented a bounteous supply of famous Georgia peaches, boxes of which are perennial gifts received from him by many of his friends in the broadcasting field.



TELEVISION IN GERMANY—This is an unretouched photograph of 180-line visual image, transmitted at 25 frames per second, over the system perfected by the famous German inventor, Von Ardenne, for the Lorenz Co., German affiliate of the American I. T. & T. The size of the screen is 8.8. x 7.2 inches. The image was picked up after being transmitted 10 kilometres. The scanning is direct on cathode ray tubes. Photo brought back from Berlin by Mr. Cruse.

Engineering Group Adopts Proposals To Improve Radio

Quality Standards for Discs Urged in Report to NAB

Mr. Chambers

RECOMMENDATIONS for the technical improvement of broadcasting, including one for the fixing of quality standards for transcriptions for the protection of stations, advertisers and the public, were contained in the annual report of the NAB Engineering Committee submitted by its chairman, Joseph A. Chambers, chief engineer of WLW, Cincinnati, to the Colorado Springs convention. Mr. Chambers' committee recommended continued cooperation with the FCC, IRE and RMA. With respect to high-frequency local broadcasting, television and facsimile and their effect on the present broadcasting system, the committee simply reported:

"To date it has no information to indicate concern to sound broadcasting, although certain development is progressing rapidly.

Technical Proposals

THE COMMITTEE submitted the following comments on the most recent technical proposals of engineers of the FCC:

AUDIO DISTORTION: The Commission proposes that the total audio frequency distortion from microphone terminals (including microphone amplifier) to antenna output shall not exceed 5% rms harmonic content when modulating from 0 to 85%, and not more than 10% rms harmonic content when modulating 95%. The distortion is to be measured with modulating frequencies of 50, 400, 1000, 5000 and 7500 cycles. Your committee feels that while the tolerable distortion is liberal, the harmonics of the frequencies above 5000 cycles are not as objectionable as the others. The reduction of harmonics of frequencies below 100 cycles may be quite expensive. Therefore, your Committee has urged that proper allowances be made for these factors.

FREQUENCY RANGE: The Commission proposes that the audio frequency transmitting characteristics of the equipment from the microphone terminals to the audio component of the rectified antenna current shall not depart more than 2 decibels from that at 1000 cycles between 50 and 7500 cycles. The transmitter should be equipped in the last audio stage or as near thereto as practicable with two band-pass filters, one to cut off at 5500 cycles and the other at 8500 cycles to 40 decibels below normal level.

These filters shall be used as follows: The 8500 cycle cut-off filter at all times, and the 5500 cycle cut-off filter when the program transmission is such that no desired signal above 5000 cycles reaches the transmitter. The frequency characteristics should be measured with the filters in place. Your Committee believes the frequency range quite reasonable provided it is allowable to include compensation for microphone characteristics. Attention should be called to the fact that more expensive telephone lines may be required between the studios or remote pickup points and the transmitters.

Your Committee believes the filters

(*Continued on page 66*)

FCC Defers Ruling In WBS Disc Case

Decision May Come as a Part Of Change in Procedure

CASTING aside all matters of policy until it resumes normal operation in the fall, the FCC is not expected to announce its decision in the transcription announcement appeal of World Broadcasting System until September, it was stated following the July 3 meeting of the full board. That meeting adjourned at the call of the chairman, and while each division will carry on routine operations, the technical departments have been instructed to hold in abeyance all matters involving policy until the FCC convenes in regular session.

As a consequence it was stated at the Law Department that the transcription issue will not be brought before the Broadcast Division probably until after the July and August recesses. Among other things, the FCC is now devising changes in its rules and procedure and it may develop that the new interpretation on the transcription announcement will come as a part of the revised rules.

Library Services

WITH the future development of transcription library services said to depend upon this ruling, the issue before the FCC is whether the announcement "this is an electrical transcription" or some other explanatory phrase, must be made after each musical number on a single disc, or each two or three minutes, rather than at 15-minute intervals, as the present regulation prescribes. An interpretation of the rule more than a year ago by the Law Department held that the announcement should be made with the rendition of each number. This was challenged by WBS, and a hearing on this controversy was held June 20 before the full Broadcast Division.

More than a dozen organizations were represented at the hearing, with opposition coming only from the American Federation of Musicians and from CBS. Supporting the WBS plea were Standard Radio Advertising Co. Inc., of Hollywood, which recently inaugurated a transcription library service competitive with WBS, and numerous independent stations. NBC, which now is launching a transcription program service, was opposed to any move that would eliminate the transcription announcement altogether, and asked only that the announcement be such as to differentiate adequately between "live" and transcription services.

The question of eliminating the announcement entirely, which has been espoused in resolutions adopted at the last two NAB conventions, is not involved in the WBS petition.

GUY CHAFFEE EARL, 74, attorney, father of Guy Earl Jr., president of KNX, Hollywood, died June 26 at Oakland, Cal., from a heart illness. He had been a regent of the University of California for 32 years and prior to that a state senator.

GILLETTE IN SHOW BUSINESS

Radio Advertiser Likened to a Theatrical Producer; He Must Draw Largest Possible Audience

By CHARLES PRITZKER

Advertising Manager
Gillette Safety Razor Co.

IT'S UNFORTUNATE that so many advertisers, when they contract for a radio program, completely overlook the fact that they are venturing into the "show business" and are placing a greater demand upon their "show" than does a Broadway theatrical producer who seeks only to draw the largest possible audience for his show. The advertiser does likewise, of course, but over and above that demands that the show *sell* his merchandise or his business institution.

If he were a producer, he would have a publicity man trying to crowd every possible line of publicity into newspapers; he would have photographs and posters in front of the theater and the attraction's name in blazing lights. He would have alluring outdoor advertising, and newspaper advertisements featuring his attraction.

Focusing Attention

YET MANY users of radio expect it to work miracles and do little or nothing to merchandise it to consumers and retail outlets. We are not of this school of thought as we have demonstrated by the intensive merchandising effort launched with the sponsorship of the weekly half-hour mystery thriller starring Max Baer. We determined *not* to overlook that we were in the business, that we would "balyhoo" that show—merchandise it, so to speak—as would any successful producer. We set about to employ every available medium to focus attention on it.

In the first place, the program itself was accepted contingent upon securing the exclusive right to broadcast the world's heavyweight championship fight from Madison Square Garden Bowl on June 13. Plans were immediately devised for launching a nationwide contest —winners to receive absolutely free top-price ringside seats, plus roundtrip transportation between their homes and New York. A contestant enclosed an empty Gillette "Blue Blade" package with his entry and specified the name and address of the dealer from whom he purchased the blades. Dealers who sold "Blue Blades" to fortunate winners also won free trips to the fight.

A smashing dealer broadside was prepared announcing the contest and featuring the program. One section of this broadside was a striking window poster. Window cards and counter cards were supplied to each dealer. Contest rules were furnished through a series of six "autographed" leaflets. Each piece of promotional literature urged the reader to tune in the program. Weekly winners were announced over the air.

Exclusive broadcast rights to the fight were hammered home at every opportunity. Special newspaper ads were used featuring coincidentally the contest and the weekly mystery thriller. A special publicity man was engaged to secure publicity for Baer, the fight, the contest and the weekly program. In both advertising and publicity, the weekly broadcasts were tied-in with Baer's activities. Special trade paper ads were released featuring in news format the contest, the first broadcast, and the program.

Second Contest

AT THIS writing, the program has been broadcast only four times but it has already proved so successful that a second contest is being devised to support the weekly series following the fight. Fresh promotional literature is being prepared. A strong program campaign is ready for release. Trade papers again will carry full-page ads in news format announcing the new contest and urging everyone to follow the thriller Monday evenings over the stations of a coast-to-coast NBC-WEAF network.

The value of intensively merchandising our radio program has been proved; a flood of letters and telegrams from dealers has been received and each expresses enthusiasm over the merchandising cooperation extended by Gillette to the trade. The results confirm the wisdom of thoroughly merchandising any radio effort and substantiate our feeling that it is unfair to radio to contract for a program and then neglect to focus special attention on it. It is as unsound as if a Broadway producer opened a spectacular show and then neglected to inform the public about the attraction.

Advertisers must realize that they're in the "show business" when they invest in radio programs. They must support that effort to the fullest extent if they would make radio pay greater returns.

GUY EARL SEEKING 250 KW. FOR KNX

Mr. Earl

AS A STEP toward eventually securing 500,000 watts to rival the highest power used for broadcasting in the world today, KNX, Hollywood, has applied to the FCC for authority to increase its power to 250,000 watts. Guy C. Earl, Jr., KNX operator, reports it is ready to boost the power immediately, the proposed new construction requiring relatively few additions to the 50,000 watt plant installed last May. It is proposed to erect a duplicate half-wave antenna to act as a signal reflector to concentrate toward the Northeast.

KNX on Aug. 1 will occupy its new Hollywood studios, said to represent the latest in studio design. The entire building formerly occupied by the Motion Picture Hall of Fame has been acquired and remodeled. It is a show place in the heart of the motion picture district.

"33 CLUB" INSPECTS—Members of this group of young business and professional men, organized in 1933 for analytical discussion of business problems, recently inspected the NBC Chicago studios. Top row left to right: Stanley Haigh, National Battery Co.; James N. Krohne, J. L. Sudgen Advertising Co.; Robert Swan, Walgreen Co.; Cy Young, Butler Bros.; Herbert Bielefeld, Bielefeld Art Studios; Marshall A. Pippin, attorney; Arthur Bohnen, real estate; Edwin Applequist, The Davis Co.; Victor Stromquist, Hall, Stromquist & Rice, architects; Dr. Wendell Stadle; Stuart Hamilton, Roberts Everetts Associates Inc. Seated: Paul B. Nelson, The Travel Guild; George Sando, Goddard & Co., Insurance; Robert J. Scott, Schwimmer & Scott, Advertising; John P. Paulson, promotion; Roy G. Rylander, The Rylander Co., Direct mail advertising; Arthur Burnstan, James O. McKinsey Co.

Twelve Years of Radio--The Story of A & P

By JOHN BLACK

Food for Thought Offered in Tale of Big Grocery Chain And Its Long and Successful Broadcast Experience

AMONG the FFR (First Families of Radio) is the Great Atlantic & Pacific Tea Co., one of the earliest broadcasters of them all. And among the outstanding success stories of radio is that coming from this big purveyor to the nutritional needs of man. A & P was promoted to a nationwide symbol long before alphabet soup was a wise crack and even before governments and radio stations were universally labeled by their initials.

ARE YOU one of those people who like to think of radio broadcasting as "fine for prestige but not so good for actual sales"? If you are—and you want to stay that way—then don't read this article. For this tale is guaranteed to give that theory a rude jolt. Here is the story. It all centers about the broadcasting career of the Great Atlantic & Pacific Tea Company's *A & P Gypsies* and it speaks for itself in the current anniversary program of these famous entertainers.

The *Gypsies* have just entered their twelfth consecutive year on the air, which of course stamps them as one of the first families of broadcasting. It was back in the dim days of 1924, when all was doubt and skepticism about radio's future, that A & P first started using this medium for advertising. Today A & P is reaping its reward for that foresight and confidence. Its continued broadcasting through the years has brought the company an increase in both prestige and actual sales.

Voice From the Past

LET TIME roll back a decade. We are down at the old WEAF studio at 195 Broadway, New York. The date is March 3, 1924. And here comes an obscure musician, exile from Russia. His name is Harry Horlick. The enterprising Horlick has gathered together an embryo orchestra of five pieces. Everything about the start of the *A & P Gypsies* was primitive, impromptu and make-shift — as was radio itself. In the words of its own executives, A & P was "playing a hunch". Sell merchandise by broadcasting? Scarcely! They laughed at that idea. But they did believe radio could help build prestige. And they rather liked the notion of communing, Edgar Guest fashion, with their vast clientele through the medium of music on the air.

It takes a real stretch of imagination now to appreciate the daring and audacity of A & P's first broadcasting venture. In those days the air audience was just a handful — scarcely worthy the name. And equipment was crude; all were crystal sets; 3 and 4 tube outfits. Indeed it might be said that radio was just a big baby—rather noisy for its age.

But the baby grew fast. The radio audience swelled by leaps and jumps. So did Harry Horlick's *Gypsies*, and their following. And the A & P came gradually to believe that radio really had some value as a prestige-builder.

Harry was allowed to expand his troup. His programs improved, and the *Gypsies'* entertainment took on a new note of authority. The fan mail—proof of A & P's increasing popularity—grew steadily through the years.

So quick was radio's development that it took only a few years to convert the commercial world to using this medium for goodwill promotion. However A & P also was developing on its own account. Already these pioneers who sponsored the *Gypsies* were playing with a new idea. If radio was really so good for prestige, might it not be equally good for direct-selling? Here again the A & P was ahead of the crowd. That idea was too new. It brought a laugh from the skeptics. But it won approval among the officers of the grocery chain. In 1927 the broadcasting station moved up to its ambitious new headquarters at 711 Fifth Avenue, and by that time the new idea was beginning to crystallize. Indeed it should be noted that the *A & P Gypsies* now had established themselves as an orthodox part of radio entertainment for the American public.

To put the new plan for direct-selling into practice was not easy. Like all pioneer moves, it met many obstacles. Generally there was a strong feeling that the only real use of broadcasting was as a medium for prestige. It was somewhat more than a year after the move uptown, when the *Gypsies* had spread their fame from coast-to-coast, that the company determined to put the new idea to a test. The first concrete action came in 1930. A series of morning programs was started, supplementing the Monday evening program of the *Gypsies*. The morning programs were out-and-out selling events, stressing cookery, offering food ideas, suggesting menus and in other ways linking up with the merchandise carried in A & P stores.

A Scientific Test

THIS innovation proved a success from the start. Women listeners liked it, and the fan mail soon reflected emphatic approval. Sales in the stores also registered perceptible improvement. All this was very encouraging, of course, but it was indefinite, inconclusive. The A & P wanted proof. They wanted final evidence that the air could sell both the price and the package. So they decided to submit the whole issue to a scientific test. Thus one more precedent was set. Up to that time sales tests on the air were little more than trial-and-error affairs.

The decision was made and plans were shaped with maximum care for the big event. It was to be a sales test of the most exacting type — one which would prove to the final satisfaction of all whether broadcasting really should rank as a major selling medium. The test began in May 1932 and concluded in November of that year. Briefly, the idea was to broadcast a specific A & P item not elsewhere advertised, to open the sales books the day of the broadcast, letting them remain open for the week and closing them just before the following Monday broadcast. By recapitulation of stocks remaining Monday morning, the stores could determine the difference between the sale of the item on a broadcast-promoted week and those of a normal week. It gave a clear index to radio's pulling power.

Twelfth Anniversary

WE WON'T go into results here, as they were widely publicized at the time (BROADCASTING, April 1, 1933) but let us recall just a few highlight figures. Reports from 14,000 stores gave radio credit for a 173% increase in sales on 11 products in cases where the price was specified, and 29% increase on products where price was not stated.

Anyway, as the poem goes, it was a famous victory—for broadcasting. After that test, A & P—and scores of other companies too—needed no further proof that radio really could make merchandise move.

So far as A & P is concerned, broadcasting is as much a part of their promotion program as any other advertising medium. Gone are the days of "hunches" and kindly condescension toward air merchandising. Broadcasting has met the most exacting requirements of the modern sales test.

Which brings us up to date. Here we are at the *Gypsies* 1935 birthday party series. In the plans for this anniversary event, a new type of sales promotion is used, which shows further the possibilities of radio in the commercial field. Each Monday evening the *Gypsies* have as birthday features a star entertainer from another radio program. These guest stars are from the programs of firms whose products are sold in A & P stores. This opens a door to a whole new field of possibilities—the reciprocal advertising method already popular in the printed advertisement. And we have Phil Baker of Armour's program being starred on A & P program, which means of course that he brings to the *Gypsies* hour many listeners from his own program. Obviously, this idea is reversible. Indeed it takes only a moment's reflection to see what vast possibilities lie behind such a method when it is applied to all the various products carried in a chain grocery store.

Truly the idea has applications well beyond the A & P but this is an A & P story so we won't go into that. To conclude let us offer our birthday greetings to the *A & P Gypsies*. They are 35 strong now — the best proof possible of broadcasting's sales strength. The A & P considers that broadcasting has proved itself 100% both as regards a prestige and a volume medium, and now the chain enters its twelfth year of successful broadcasting more convinced than ever of radio's power to fill the sales-book.

Radio's Duty to Promote Virtues, Pope Tells Royal

"THE MISSION of radio should be to promote the virtues," Pope Pius XI told John F. Royal, NBC vice president now touring Europe, in receiving him July 1 at the Vatican. His remarks to Mr. Royal, as reported by the United Press, follow:

"We are greatly interested in the development of radio and are fully conscious of its great responsibility for shaping public opinion.

"All those who broadcast and speak to thousands—even millions daily have a duty toward the world and public morals because whatever they say may affect the family and society for good or evil. Hence the mission of radio should be to promote the virtues for the glory of God."

Radio for Centennial

PROMOTION of the Texas Centennial to be held next year has been started under the direction of Frank N. Watson, Dallas, with a budget of $200,000 submitted to the supervision and direction committee. Another $500,000 of State funds will be tied in with this campaign, which will include radio and other media. Until Sept. 15 the campaign will publicize the romance of Texas and then the industrial and economic angle will be featured until Jan. 15, 1936. From that point an intensive drive for attendance will be made along with the romantic and industrial appeals.

Broadcast Income Rises 6.4% Above Volume Last Year

Usual Seasonal Dip Revealed; Retail Yield Still Climbing

BROADCAST advertising in May showed the usual seasonal trends. Total gross time sales of the medium amounted to $7,546,285 and were 6.4% below the April level. Broadcast advertising volume still remained ahead of that of the corresponding period of 1934, revenues during the month being 9% greater than in May of the preceding year.

National network advertising was 9.4% greater than during the previous May, national non-network volume 2%, and local broadcast advertising 5.5%. Regional network volume showed the greatest gains, reaching a figure practically double that of the corresponding month of 1934.

The volume of broadcast advertising during the month compared with April as well as May 1934 follows:

	April	*May*	*Cumulative Jan.-May*
National networks	$4,398,013	$4,078,576	$22,583,795
Regional networks	82,058	96,021	371,378
National non-network	1,645,523	1,509,348	7,190,133
Local	1,939,327	1,862,340	8,346,690
Total	$8,064,921	$7,546,285	$38,491,996

Broadcasting continued to show the most encouraging gains of any advertising medium as compared to the preceding year. National magazine volume was 4.9% ahead of last May, national farm paper volume 1.4% and newspaper advertising 3.3%. Department store newspaper lineage registered a gain of 2.6%.

Retail Volume Climbs

RETAIL broadcast advertising continued its recent increases. Total volume was 42.6% greater than during May of last year. Department store advertising gained 24.4%. Other retail fields to show important gains included automotive, gasoline and accessories, clothing and apparel, household equipment, furniture, and hardware dealers.

In the rendition field the principal development was the decline of national non-network live talent business which for the first time in 11 months sank to a level below that of the previous year. May volume of this business was 2% lower than the preceding May. It is probable that the trend in this field has reached its peak, at least temporarily.

A number of important gains were recorded in the field of sponsorship. Local automotive advertising more than doubled. Regional clothing advertising increased eightfold, while local clothing advertising rose 45.9%. National network drug advertising was 27% greater than during the preceding May, though declining materially from April of the current year.

National and regional network food advertising rose materially. There was a general increase in household equipment, soap and kitchen supply advertising. Regional network and national non-network tobacco advertising experienced a marked increase.

Pacific Ad Clubs Select Seattle for Convention

SEATTLE will be the meeting place for the 1936 convention of the Pacific Advertising Clubs Association, it was decided at the recent session held at San Diego (see BROADCASTING July 1). Officers elected at San Diego were: President, E. J. Murphy, Los Angeles, sales manager of Dictaphone Corp.; vice president at large, Margaret Lewis, Los Angeles; senior vice president, George Wisting, Portland; secretary - treasurer, Chester Womer, Seattle; vice president district 2, C. K. Graham, Spokane; district 4, Charles Pritchard, San Francisco. Exhibits at San Diego included CBS cutouts showing its growth and an NBC display of Radio City literature and artist pictures. KNX, Hollywood, used several display boards of its full-page advertisements in BROADCASTING and its promotion literature.

DOYLE-TEXACO Co., Rochester, has signed a two-year contract for sponsorship of U. P. news flashes twice daily for 15 minutes over WHAM, Rochester.

M'COSKER CONTRACT IS RENEWED BY WOR

Mr. McCosker

BAMBERGER Broadcasting Service Inc., Newark, owning and operating WOR, has given a three-year extension to the contract of Alfred J. McCosker, president, starting Feb. 1, 1936, the board of directors announced July 9. In addition Mr. McCosker is chairman of the board of MBS and vice president of Radio Quality Group Service Inc.

Mr. McCosker has been with WOR 12 years, having been president since October, 1933. Before that he was director and general manager of the station for seven years. He has served two terms as NAB president and was a member of the NRA executive committee. Before joining WOR, Mr. McCosker had been a newspaper and magazine editor. He was the first to start spot broadcasts and install remote control lines.

Elevation of Radio Ethics Will Redound Favorably to Industry, Says Paul Kesten

Mr. Kesten

RAISING of ethical standards and curtailment of advertising continuities are reacting favorably to the broadcasting industry, according to Paul W. Kesten, CBS vice president.

Despite elimination of some accounts CBS is beginning the largest summer schedule in history and actual commitments for fall exceed the largest previous demand, he told the Pacific Coast Advertising Clubs Association, which met June 23-27 at San Diego.

Taking a glance into the future, Mr. Kesten discussed the effect the three new CBS policies will have on broadcasting as an advertising medium. "As to the first two—the improvement and development of children's programs on a higher plane and the elimination of all offensive discussions of bodily functions and symptons—there can be no question," he said.

"These two policies, from a practical standpoint can be defined in two words — they are audience builders. Removing doubt and disquiet on the part of parents concerning *some* programs can only make for more listening, collectively, to *all* programs. And a knowledge that no Columbia network program will ever embarrass one's guests at the dinner table or a mixed group in the living room by discussions in bad taste is a very good reason for tuning one's radio to CBS and leaving it there. Any true service to the public has a way of coming back and rewarding its sponsors.

"As for the third of these policies — the 10% limit for commercial announcements — what effect will this have on broadcasting as a medium? Will it, to some extent, limit its effectiveness? It may surprise you when I say that there is abundant evidence, I might say overwhelming evidence, to the contrary. Let me give you a few facts:

Audience Response

"COLUMBIA is fortunate enough to number among its clients' successes the all-time 'high', that is the record for all broadcasting to date, for audience response to a single network broadcast. In March of last year, on the *White Owl* program, Gracie Allen offered a little booklet to the Columbia audience. Please note that it was offered only once, it was offered without any preliminaries, it was offered without any dealer tie-ins and without any build-up in previous broadcasts. In the parlance of broadcasting, the offer 'went on cold'.

"Over three hundred thousand separate requests were written in by the radio audience—a total that has been approached but not equalled before or since on any network. And here is the point of that story—the commercial announcements on that program, including the offer, stayed within our newly set limits of 10% of the program time. Let me give you more facts—a Columbia client gave radio the acid test of asking radio listeners to call at his dealers (not merely to write a post card or a letter) for a souvenir which cost the advertiser about three-quarters of a cent apiece. The client was one of the large members of the oil industry and his dealers were the filling stations which carried his products.

"At the end of ten weeks of constant checking, he enthusiastically reported these results: His Columbia radio program had brought

(*Continued on page 48*)

Hampson Gary Now Legal Head of FCC

Former Member of Commission Replaces Spearman, Resigned

WITH the approval of President Roosevelt, Hampson Gary, Texas Democrat, former Minister to Switzerland and a member of the FCC during its first six months, became its general counsel on July 3. The appointment was made by the FCC at its regular meeting, with only one other candidate considered for the post — Assistant General Counsel Frank Roberson of the FCC. The general counselship was vacated by Paul D. P. Spearman, who had served in that capacity for a year and had resigned effective June 30 to return to private law practice with the firm of Littlepage & Littlepage as a full partner, the firm now being known as Littlepage, Spearman & Littlepage. Mr. Spearman had been with the firm before going to the FCC.

Mr. Gary's appointment was not unexpected. When he left the FCC last January to make way for Chairman Anning S. Prall, the President had assured him that he would be given some other executive post in the administration. The appointment was discussed with President Roosevelt by Chairman Prall, who visited the White House July 2.

Staff Remains Intact

MR. GARY had been named to the FCC when it was organized July 11, 1934, for a one-year term which would have ended July 1, 1935. The appointment, however, was with the understanding that he would relinquish the post when the new session of Congress convened Jan. 3, at which time Mr. Prall, a member of the preceding Congress, was to become eligible to serve on the FCC. Mr. Gary was named chairman of the Broadcast Division, and participated in the lengthy hearings last fall on the educational program issue.

So far as known, there is no plan for any far-reaching changes in the Law Department with Mr. Gary's assumption of the general counselship. Judge Roberson, who was chief assistant to Mr. Spearman, is expected to remain in that capacity and will devote his primary attention to telephone and telegraph. George B. Porter, assistant general counsel, is expected to continue in charge of Broadcast Division legal activity.

Since he left the FCC last January Mr. Gary has been practicing law in Washington and New York, returning to the practice he left when appointed for the short term.

New Kansas Hookup

A SPECIAL hookup of two Kansas stations is to be inaugurated on a commercial and sustaining basis July 21 when WIBW, Topeka, and WLBF, Kansas City, were connected by Southeastern Bell lines. The hookup will sell at combined card rates, the stations absorbing the line costs. WIBW is operated in connection with the *Topeka Capital*, and WLBF is under option for sale to the *Kansas City Kansan*. Both newspapers are owned by Senator Capper.

UNITED PRESS NEWS AVAILABLE ON W·H·O

Choice Weekly Strips Open, Effective October 1, from $190 to $425 per week

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On June 3, 1935, complete day and night news service from the United Press went into operation on Station WHO.

A valuable broadcasting feature in any locality, news service is doubly valuable in WHO territory, where such a large proportion of consumers live in smaller towns and on farms, to whom WHO often brings the news hours before it could reach them in printed form.

The addition of United Press dispatches to the effective state and local news service conducted for years by Station WHO, has meant further increases in the number of families who keep tuned to WHO.

To the advertiser desiring a highly effective means of covering the extensive mid-western market reached by WHO, sponsorship of news broadcasts is available in weekly strips, ranging in price from $190 to $425 per week. Sponsorship of all news broadcasts is sold up to October 1, 1935. After October 1, three choice strips are open at the time this advertisement is written. Write, wire or phone for periods and availability.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Denver, Los Angeles, San Francisco, Seattle

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

THE HOME

WSB	Atlanta	**NBC**
WFBR	Baltimore	**NBC**
WAAB	Boston	**CBS**
WNAC		
WICC	Bridgeport New Haven	**CBS**
WBEN	Buffalo	**NBC**
WGAR	Cleveland	**NBC**
WFAA	Dallas	**NBC**
WBAP	Fort Worth	**NBC**
KLZ	Denver	**CBS**
WJR	Detroit	**NBC**
KPRC	Houston	**NBC**
WFBM	Indianapolis	**CBS**
WDAF	Kansas City	**NBC**
KFI	Los Angeles	**NBC**
KECA		
WHAS	Louisville	**CBS**
WLLH	Lowell	**YN**
WTMJ	Milwaukee	**NBC**
WSM	Nashville	**NBC**
WSMB	New Orleans	**NBC**
WTAR	Norfolk	**NBC**
WFIL	Philadelphia	**NBC**
KGW	Portland	**NBC**
KEX		
WEAN	Providence	**CBS**
KSL	Salt Lake City	**CBS**
WOAI	San Antonio	**NBC**
KOMO	Seattle	**NBC**
KJR		
KHQ	Spokane	**NBC**
KGA		
WMAS	Springfield	**CBS**
KVOO	Tulsa	**NBC**
KFH	Wichita	**CBS**

TEAM

In any ball game the fans are with the home team—yelling for it, cheering for it, pulling for it to win.

Local and sectional pride is as great today as it ever was.

The Spot Broadcaster is "on the home grounds" in every market on his schedule. His program originates in the studios of the "home town" station—no matter what the national affilation of that station might be. And like the baseball fan, the radio fan is pulling for the home team—the hometown station.

Smart advertisers are knocking the cover off of sales quotas by capitalizing this local partisanism. Their products are cheered—and bought—by millions of local fans because they are sponsoring Spot Broadcasting schedules on the home grounds of these winning stations.

Also
The Yankee Network
The Texas Quality Network
The Northwest Triangle

Represented throughout the United States
by

EDWARD PETRY
& COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

MBS Sales Offices Now in Operation

Mr. Kinney

PLANS for a permanent sales organization for Mutual Broadcasting System were announced July 5 by Alfred J. McCosker, chairman of the MBS board, and W. E. Macfarlane, network president and business manager of the *Chicago Tribune*.

The three salesmen selected to represent Mutual are T. Wylie Kinney, WOR sales promotion manager, and David D. Chrisman, WOR salesman, who will be Eastern sales representatives. A. N. (Ade) Hult, formerly of the sales staff of WGN, Chicago, is Midwest representative. Fred Weber remains network coordinator and operations director. Permanent MBS sales offices are located at 1440 Broadway, New York, and Tribune Tower, Chicago.

Mr. Chrisman

Mr. Kinney formerly was advertising manager of *Pictorial Review* and has been engaged in the manufacturing and merchandising of several drug products. In addition he was connected with the Butterick Co. in an advertising sales capacity. Mr. Chrisman has been with WOR since 1932, coming from Ruthrauff & Ryan Inc., New York, where he was head of the radio department. He has developed many famous programs. Mr. Hult has been with WGN for some time and has brought to Mutual several big series. The new sales setup became effective July 1.

Dodge Sales "Meeting"

CHRYSLER Corp., Detroit (Dodge autos) scheduled for July 15 a one-time program on 82 CBS stations titled *Dodge Economy Day Program*, 2:30-3 p. m. The program was arranged as a business meeting addressed to the public, dealers, salesmen, service personnel and office employes, with A. Vanderzee, Dodge general sales manager, as the main speaker. Heading the cast were Victor Moore, Ted Husing, Cavaliers quartet and Arnold Johnson's orchestra. The economy theme of the program also was emphasized in advertising in 1,100 newspapers. Ruthrauff & Ryan Inc., New York, is the agency.

Nets Join for Tennis

DESCRIPTIONS of the Davis Cup inter-zone tennis finals, in which the United States team will play that of either Czechoslovakia or Germany July 20, 21 and 22, will be broadcast to the United States over networks of both CBS and NBC from Wimbledon, England.

AMONG THE TWELVE — Bertha Brainard, manager of commercial programs for NBC, was among the "12 most successful young business women" selected to be guests of the Sales Executive Club June 29 at the first session of the organization presided over by women.

CBS Names Group On Child Programs

Committee of Five to Advise With Dr. Arthur Jersild

CBS on July 10 announced the membership of its Advisory Committee on Children's Programs. The committee will consist of five members, with Gilson Gray, CBS commercial editor, as one of the five, and it will advise with Dr. Arthur T. Jersild, CBS consulting psychologist, recently appointed.

The four other members are: Mrs. Henry Breckenridge, chairman of the Municipal Arts Committee, formerly assistant director of the White House Conference on Child Health and Protection, and director of publicity for the American Child Health Association; Mrs. Harold V. Milligan, for many years a member of the executive board of the National Council of Women, and present chairman of the Women's National Radio Committee; Mrs. William Barclay Parsons, Jr., president of the Parents League; and Newel W. Edson, national chairman of the Social Hygiene Committee of the National Congress of Parents and Teachers.

Enforcing New Policies

"FORMATION of the committee," says CBS, "is one of the final steps in creating the administrative machinery to carry out the three new policies CBS introduced into broadcasting with its recent announcement limiting commercial continuities, eliminating offensive advertising, and raising the level of child programs."

The advisory committee begins its work immediately. "It is work which will create new precedents," said William S. Paley, CBS president. "The vivid reality of radio presentations affords an opportunity both to entertain and to help the child of which we hope to take the fullest advantage."

WNBF TO RESCUE

On Air 42 Hours to Provide Help During Flood

WNBF, Binghampton, N. Y., came to the rescue in the recent floods in New York state and was on the air 42 consecutive hours with additional power to provide service during the disaster.

Repeated warnings of flood danger were given as the waters began to rise, and Cecil D. Mastin, WNBF general manager, obtained permission to use 250 watts during the emergency.

Personal messages were transmitted, relief work directed and the entire area depended on the station for its information, with wires down. Remote lines to newspapers provided news in outlying districts. On July 9 WNBF fed a 15-minute account of the damage to CBS. The station was a clearing house for contributions for flood victims and received many tributes for its service.

CHEVROLET ON NBC WITH CRIME SERIES

CHEVROLET MOTOR Co., Detroit, will return to network broadcasting July 20 when a series of programs dramatizing the G-Man will be started on 62 NBC-WEAF Coast-to-Coast stations, 9-9:30 p. m. (EDST). The continuities are being written by Phillips H. Lord, of Seth Parker fame, who is culling actual cases from files of the Federal Bureau of Investigation. There will be no commercial continuity, merely an identification of Chevrolet Motor Co.

So far Chevrolet's radio activities for the year have been confined to the thrice-weekly three-month WBS transcription series on some 300 stations. The compaign started in May and extension of the series for another 13 weeks, starting July 22, will include more than 285 stations, again including thrice-weekly 15-minute WBS *Musical Moments* discs.

Director J. Edgar Hoover, of the Bureau of Investigation, is checking each program before it goes on the air and the series is expected to correct distorted public ideas about Federal agents. The records will be allowed to speak for themselves in presenting a true picture of the G-Man. Details of the broadcasts were arranged by Chevrolet officials with Attorney General Homer Cummings and Director Hoover.

MBS Rate Card

IN ITS newly published rate card, covering WGN, WLW and WOR, Mutual Broadcasting System quotes a night rate of $2,675 per hour, $1,655 per half hour and $1,102 per quarter hour, covering the hours from 8 to 11 p. m. Rates also are quoted for hours from 7 to 8 p. m., 6 to 7 p. m., 11 to 12:30 a. m., weekday mornings and afternoons and Sundays, as well as for 13, 26, 39 and 52 week schedules day and night.

CAMPBELL SOUP Co., Camden, N. J., has renewed its 86-station CBS series for a year, effective Oct. 5, thru F. Wallis Armstrong Co., Philadelphia.

Washington State Restrains ASCAP

Collections Prohibited Pending Hearing of Monopoly Suit

ANOTHER court attack upon the American Society of Composers, Authors & Publishers, alleging it to be a monopoly in violation of the constitution of the State of Washington, now is pending in the courts of that state with a restraining order already in effect preventing ASCAP from collecting or contracting to collect royalties for performances of its music by broadcasting stations in that state.

The suit and petition for a temporary restraining order were filed by the State of Washington, through Attorney General G. W. Hamilton in the Superior Court of Thurston County, and the restraining order was granted June 24. A hearing on the show cause order is scheduled for July 22. A member of the Attorney General's staff was an observer at the NAB convention copyright discussions.

The injunction restrains ASCAP from making any new agreements with any individual or corporation in Washington for the use of copyrighted music it controls; from making any collections or receiving any money on any agreement now in existence, and specifically mentions broadcasting stations so that ASCAP will do nothing that in any way will hinder them, either through collection of money or by attempting to prohibit the use of copyrighted music.

It is alleged in the suit that ASCAP constitutes a combination and a conspiracy "to fix and control prices which is in restraint of trade and stifles free and untrammelled competition within this state in the sale of musical compositions and the rights of performing rights therein."

Havana Radio Party

INVITED this year as guests of the Cuban National Tourist Commission, the sixth annual international radio party, usually held in Florida, will be held in Havana on Dec. 9, 10 and 11, according to Jack Rice, Miami, president. The Cuban government will play host to all American broadcasters who accept invitations. It is tentatively planned to have the radio party leave Miami the night of Dec. 7 on the *S. S. Florida*.

Ford Discs Renewed

FORD DEALERS OF AMERICA have renewed for 26 weeks the full hour WBS transcription series an 32 stations. The programs are recorded off the wire from the CBS network series sponsored by Ford Motor Co., Detroit, and placed on a schedule closely corresponding to that of the network broadcasts. N. W. Ayer & Son Inc., Philadelphia, is the agency.

Packard to CBS

PACKARD MOTOR CAR Co., Detroit, joins CBS Sept. 17 with *Packard Presents Lawrence Tibbett* on a 79-station Coast-to-Coast network. The half-hour program will be broadcast at 8:30 p. m. Tuesdays. Young & Rubicam Inc., New York, has the account.

KSD
IN ST. LOUIS

Power Increased 100%
from 500 to 1000 Watts Night Time
5000 Watts Day Time

550
KILOCYCLES

KSD extends thanks to the Broadcasting Division of the Federal Communications Commission for authority to increase the Station's power

KSD—St. Louis Post-Dispatch

FREE & SLEININGER
National Advertising Representatives
New York Chicago Detroit
San Francisco Los Angeles

Censorship Is Biggest Threat To Radio, Bar Report Claims

ABA Group Opposes License Suspension as Punitive Weapon; Favors Repeal of Davis Amendment

Mr. Guider

CENSORSHIP of radio programs, either direct or indirect, is regarded by the Standing Committee on Communications of of the American Bar Association as the greatest threat to American broadcasting.

In its report to the Association, which holds its annual meeting in Los Angeles July 15-19, the Committee states that the most important question for immediate consideration "is that of the extent to which the statutory provision of 'public interest, convenience, or necessity' shall be interpreted to authorize government interference, direct or indirect, with program content. This question is likely to become increasingly important as the time for the presidential election draws closer."

The report was submitted by John W. Guider, Washington attorney, and a member of the law firm of Hogan, Donovan, Jones, Hortson & Guider. Other committee members are Albert L. Grabb, Indianapolis; Judge Walter A. Lybrand, Oklahoma City; Bruce W. Sanborn, St. Paul, and Douglas Arant, Birmingham. An open meeting to consider the report will be held during the convention.

Libel on the Air

ASIDE from a detailed discussion of the censorship issue, the report advocates repeal of the Davis Amendment, as proposed in pending legislation; opposes the FCC plan for suspension of licenses as an intermediate punitive measure; supports the FCC proposal for preliminary hearings on applications for facilities to weed out irresponsible applicants and minimize the expense to broadcasters at such futile hearings, and advocates a uniform state statute which would provide adequate protection for the public and take into full account the special and peculiar conditions affecting broadcasting concerning libel or slander on the air.

On the subject of censorship, the report stated:

> Throughout the current session of Congress there have been charges in both Houses that the policy of the Commission amounts to indirect censorship and restriction of the right of free speech in violation of the express provisions of Section 326 of the Communications Act of 1934. It has been frequently alleged that while the Commission never overtly exercises any censorship over program material, its policy of restricting all broadcasting licenses to a period of six months, and its consideration in all applications for renewal of evidence concerning program content and character, have put the broadcasters in a position where their chief object is to please the Commission.
>
> It has always been recognized that there is an inevitable conflict between the consorship provision of the law and the Commission's established policy of interpreting "public convenience, necessity and interest" broadly enough to include consideration of program service. The proposal of the Commission for a conference, under its direction, on the subject of programs indicates a tendency to extend this interpretation still further. It may, therefore, be confidently expected that the issue of indirect government censorship of broadcasting will take a more conspicuous place than ever before the deliberations of the next session of Congress, and may even result in legislative action.

Supporting the FCC proposal for repeal of the Davis Amendment providing for an equal distribution of facilities according to population, and out of which grew the quota system, the committee states that because of the complete unamity of opinion of technical and scientific commentators, the amendment should be repealed. Likewise, the committee supports the FCC recommendation that the substitute amendment should that applications for facilities be based on demand with a view to equitable distribution of radio service to each of the states and communities.

License Suspension

OPPOSING the FCC recommendation for authority to suspend station licenses, as a middle-ground punitive measure, the Committee states that while it is doubtless true that the suspension of a license would punish the offender, it would also have the unavoidable effect of punishing those who depend upon the station for broadcast service, as well as those employed by stations. "If a licensee is guilty of a violation which is not serious enough to warrant the permanent loss of his license," the report continues, "it should be possible to punish him by a fine."

On the question of preliminary hearings to ascertain the responsibility of the applicant the Committee vigorously supports the FCC. The proposal, it said, is warranted by the large number of applications which have been filed by irresponsible, or financially or technically incompetent applicants. "Such applicants have in the past had the power to jeopardize the facilities of existing licensees, and in many instances an unwarranted hardship was worked on the latter by the necessity of appearing in opposition to such applications. Frequently, in order to protect substantial investments, it was considered necessary to bring witnesses to Washington, with the result that through no fault of its own, a licensee was required to spend a substantial amount of money for counsel fees and expenses in cases where it subsequently developed that the applicant was not able to quality for a license.

"There may be some question as to the practical results which will follow from the proposed procedure, or as to the possibility of imposing too great a hardship on new applicants. The latter suggestion would, of course, result to a certain extent in a 'freezing' of the present assignments. Nevertheless, the purpose of the proposal is sound, and the procedure is worth a trial."

With the growing stature of radio, states have taken an increased interest in it, primarily for revenue-raising purposes, the report points out. About 90 bills affecting broadcasting were reported as having been introduced up to May 1, of which some 30 were tax bills, the remainder dealing with miscellaneous subjects such as the regulation of radio advertising, libel or slander by radio, and conditions of employment in stations. In most instances, the committee said, the proposed tax measures were withdrawn when it was pointed out that the overhelming weight of court decisions is to the effect that all radio communication is exclusively interstate commerce. However, a few states have enacted laws specifically taxing broadcasting.

"Most of the measures affecting radio introduced in the various state legislatures," the report stated, "have failed of enactment, and their only significance is in showing the eagerness of state governments to acquire increased regulatory power over radio communication."

ROYAL'S ESCAPE

Broadcast at Rim of Vesuvius Few Hours Before Blast

JUST a few hours before the eruption of Mt. Vesuvius July 3, John F. Royal, NBC vice president in charge of programs, and Max Jorden, NBC Central European representative, broadcast the volcano's rumblings right from the rim. They were accompanied by engineers of the Italian Broadcasting Co., the program being shortwaved to the United States.

The spot where they stood on the rim was erupted into the Bay of Naples and an NBC microphone, still in the crater at the time of the outburst, was blown to pieces. A stream of lava ate up wires and other equipment. "It would have been one of the greatest broadcasts in radio," Mr. Royal commented as he pondered his narrow escape.

YANKEE WILL TRY POPULARITY TESTER

YANKEE Network will finance and install quantities of a new automatic device to determine program appeal, developed by Professors R. F. Elder and L. F. Woodruff, of the Massachusetts Institute of Technology. This compact electrical device, designed as a substitute for and an improvement over the fan letter and questionnaire methods, is said to give an accurate record of stations to which a set is tuned.

Early in the autumn John Shepard 3d, president of Yankee, will begin a survey based on the new analyzers. Program preferences will be tabulated and Yankee programming will be adapted to the likes and dislikes of listeners, as shown by the indicators. The device is easily attachable to a receiver and does not affect its operation or tuning. Records may be removed from it and analyzed.

LOUCKS IS COUNSEL IN CHANNEL STUDY

Mr. Loucks

WITH Philip G. Loucks, who retired this month as NAB managing director, retained as special counsel, 14 of the country's clear channel stations held a meeting in Colorado Springs July 7 to discuss progress in the FCC survey of clear channel stations which they initiated more than a year ago. The survey was launched following a petition of these stations which seek to protect clear channels.

It was the general opinion of those present that the cooperative survey should be continued to supplement the technical data which already has been collected and which now is being analyzed by the FCC Engineering Department. The purpose of the survey is to determine to what extent the rural population of the country is now being served with radio programs, and to lay the foundation for improving rural coverage.

Mr. Loucks, who has resumed private practice of law in Washington, has been retained by the stations to coordinate their efforts in this regard. Stations which participated in the meeting were: WSM, WSB, WLS, WGN, KNX, WOAI, KFI, WFAA, WBAP, WHAM, WHO, WHAS, WLW and WJR.

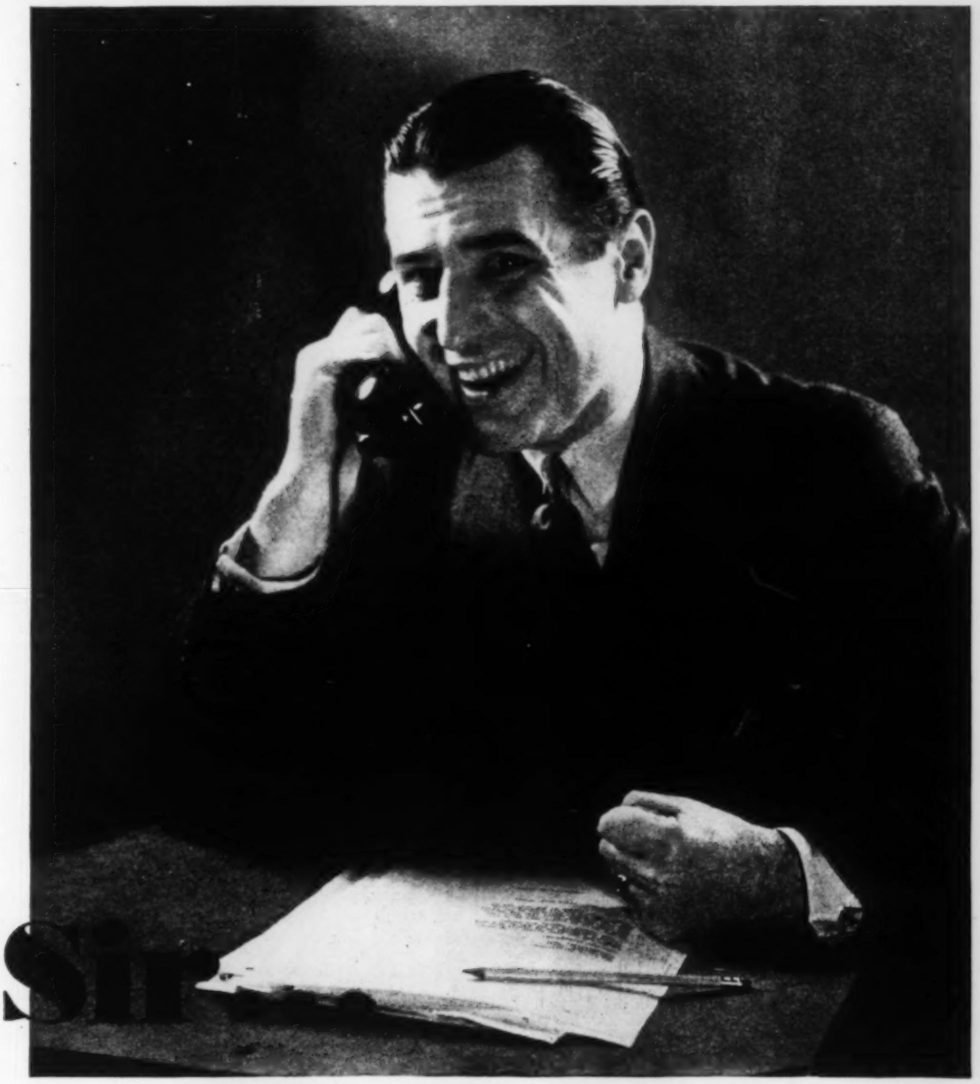
Newspaper Seeks Control

ANOTHER large newspaper seeking a radio station was disclosed in FCC applications June 26 when authority was sought to transfer control of WPHR, Petersburg, Va., to John Stewart Bryan, publisher of the *Richmond News-Leader*. Co-applicants with Mr. Bryan are Tennant Bryan, the newspaper's circulation manager, and Douglas S. Freeman, its editor. Mr. Bryan has long been a prominent leader in Southern newspaper circles and recently accepted the presidency of William & Mary College. WPHR operates with 500 watts daytime only on 880 kc., and presumably the applicant will next ask for its removal to Richmond.

Newspaper Buys WCOA

FULL CONTROL of the 500-watt WCOA, Pensacola, Fla., CBS affiliate, has been purchased by the *Pensacola News-Journal*, owned by John H. Perry, of New York, who is now president of the Pensacola Broadcasting Co., with G. C. Willings, the newspaper's publisher, as vice president, and E. A. Kettel, secretary-treasurer. George Bose remains as station manager. Frank Bruno has been appointed program director and Royce Powell, advertising manager. Mr. Perry is also publisher of the *Reading* (Pa.) *Times*.

WSM, Nashville, and its famous *Grand Ole Opry*, directed by George Hay, veteran "Solemn Old Judge" won the July medal awarded by *Radio Stars*, fan magazine, for distinguished service.



“Yes, Sir....

Things sure look BLACK!

WLW

“the Nation's Station”

500,000 Watts

The World's Most Powerful Broadcasting Station

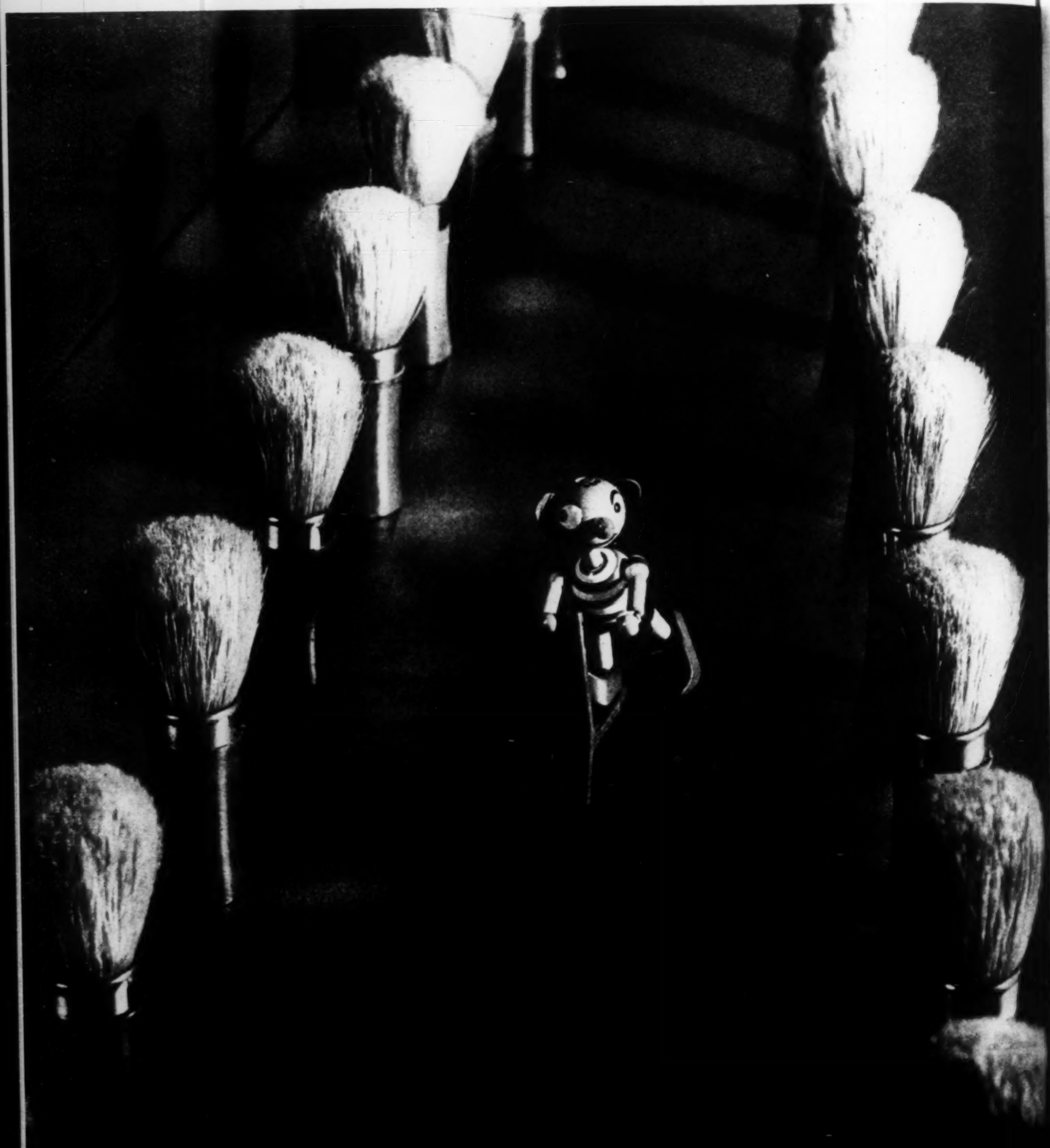
“Our sales have put us out of the red!” It is the experience of many a sales executive that WLW does give that extra fillip to sales that makes all the difference between operating at a profit or at a loss. Due, of course, to WLW's unusual following and unusual coverage. Due, also, to WLW's *extra value*—that amazing and uncountable circulation that reaches and influences listeners far, far, beyond WLW's “Home Grounds.”

Ask us to show you what WLW has done in your field.

THE CROSLEY RADIO CORPORATION - CINCINNATI

POWEL CROSLEY, Jr., *President*

Littlem



e man, which one?

This little man is a giant. He signs his checks John Q. Public. You see, he buys things. Buys them in great quantities—cigarettes, collars, toothpaste, breakfast foods—just about everything you've got to sell.

Though he doesn't carry a portable set in his vest pocket, he's as responsive to broadcasting as an airplane steered by remote radio control from a signal tower a thousand miles away. Through the power of radio any manufacturer, sitting in his office, can persuade Mr. Public, whom he's never seen, purchasing in a store he's never heard of, to select HIS shaving brush, HIS brand of cigarette, HIS automobile, or HIS fountain pen in preference to a competitor's.

Radio advertising has proven so potent a control of the buying habits of the nation that, through good times and bad, radio advertising appropriations have steadily risen.

Today U. S. advertisers are spending more than five times as much for broadcast advertising as they did six years ago.

Which network should you choose?

Why not be guided by the judgment of other leading radio advertisers?

Nearly twice as many of the 100 largest advertisers use CBS facilities exclusively as any other network.

Columbia is the largest radio network in the world, offering 50% more stations than any other radio chain.

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK CITY · 410 NORTH MICHIGAN AVENUE, CHICAGO

Radio Merchandising Comes of Age

Special Tie-ins With Dealers Offer Growing Opportunity For Stations to Provide Mutually Helpful Service

By IRVIN GROSS
Merchandising Department
WFAA, Dallas

NOT ONE of the easiest problems for the station to solve in its relations with sponsors, radio merchandising nonetheless presents a chance to help the sponsor sell his goods and at the same time can react favorably to the station. Recently this function has enjoyed a swift growth, although occasional growing pains may be noted. Mr. Gross, reviewing the progress of merchandising, offers helpful ideas on the subject and suggests how the station can work hand in hand with sponsors.

Mr. Gross

THE YEAR has witnessed great progress in the evolution of merchandising service in radio. At the Advertising Federation of America meeting in New York last year, the then prevailing practice was presented and discussed with a view toward establishing merchandising on a uniform and equitable basis, and the Cincinnati convention of the NAB in September marked a definite advance toward this goal.

The resolution adopted at that NAB session urged "the fullest cooperation in merchandising that is consistent with good business practice", but recommended that "such activities be limited to those that do not entail direct expense to the station", the sponsor being required to assume the burden of all extraneous expenses incurred in the promotion of his product.

Thus the complexion of the much discussed problem has been considerably altered, but the merchandising question is still very much with us. The station problem previously has been concerned with the advisability of merchandising its programs, and the basis upon which such service should be rendered. Now stations have definitely recognized the value of the practice, and have projected a standardized basis, but have yet to determine how to make merchandising pay dividends. The emphasis has shifted, in short, from "whether" and "on what basis" to "how" stations can organize and develop merchandising.

Keeping in Contact

THE PREFACE to that 1934 convention resolution stated "the National Association of Broadcasters recognizes that merchandising of radio programs and assistance in merchandising the product of the advertisers stimulates the use of broadcasting and enhances the value of the medium". Therein is presented concisely the ultimate objective of the merchandising program we are attempting to develop and, as a start, it might be well to evaluate those services which already carry the weight of majority usage to determine how they carry us toward the achievement of our goal.

Basically underlying the success of a merchandising program is the practice of keeping in close contact with the dealers, both wholesale and retail. In the final analysis, the real value of all advertising is determined by its ability to promote a transposition of dollars from the pockets of the consumer to the coffers of the advertiser.

In that flow, the dealer is the all important cog, and if he is to operate with maximum efficiency, he must not only be cognizant of the publicity being employed to assist him, but also must be encouraged and educated to make proper use of it. The success of radio programs is inseparable from, and dependent upon that of the dealer, and we must utilize every means at our disposal to see that he capitalizes fully on the familiarity and desire which the radio program creates in the mind of the consumer.

Tie-ins Overlooked

THE DEALER is himself a member of the radio audience and as such included in the station's vast circle of friends. He has a particularly friendly attitude toward the broadcasters because he not only derives personal enjoyment from listening to his set at home, but also realizes that the advertising on the air rebounds to his benefit and profit in his business. He is therefore quite favorably disposed toward the representative of the station who calls upon him personally to apprise him of a particular program which carries special significance for him. The emissary of a good friend is always well received, and when he has something of value to offer, his reception is assured. This being the case, what possibilities personal contact with the dealers offers!

Walk into any grocery or drug store and look for the opportunities for "enhancing the value of radio"! Progressive as modern retailers are, they ordinarily overlook many of their best tie-in possibilities because of the deluge of advertising material with which they are bombarded. Radio programs create brand familiarity and stimulate desire, but the fleeting impression characteristic of the ear appeal makes point-of-purchase reminders almost essential to a full capitalization on the favorable attitude definitely brought into being but frequently unproductive in terms of sales.

A housewife who enjoys hearing a particular program and has a conscious or subconscious impulse to try the product advertised, may very easily forget it when she gets around to a store later in the week. Or she may have no preconceived preference for any brand when she enters the store. But in either event is it not logical that an attractive display reminding her that this is the shortening she has heard advertised over the air will likely provide the final additional push necessary to get her to select that brand?

This is simple psychology, for scientists who specialize in the study of the mind, are all agreed that a person's recall span is far greater than his memory span. Displays are themselves accredited "sales promoters"—when tied in with the radio program that has aroused familiarity, if nothing else, they will undoubtedly be doubly effective. When you add the good-will and desire aroused by the broadcast, you begin to realize what importance these tie-ins assume in stimulating actual purchases of the radio-advertised product.

It is vitally important to the station to see that the carefully prepared material which advertises products on the air isn't tossed into the waste basket. Personal contact can assure dealer cooperation in a vast majority of cases. The only cost is time of the station contact man, surely a good investment and one entirely commensurate with the returns that will be forthcoming.

It is well to keep in mind, too, that whenever the broadcaster benefits the sponsor directly he benefits himself at the same time, indirectly at least. Any increase in the productivity of a broadcast materially enhances its desirability and more firmly implants it as an integral unit in the sponsor's advertising budget.

Sales Meetings

WHEN A CAMPAIGN is too small to justify the expense of personal contact, letters to the dealer serve effectively to keep the close association alive, and they will receive attention. Dealer meetings and sales meetings, with the opportunity they offer for staging real shows and starting a campaign on its way with enthusiastic backing, are valuable adjuncts to the merchandising program, but can be employed, of course, only in connection with the exceptional or very large campaign.

Surveys of the response to programs and their effectiveness in terms of sales are as much the concern of the station as of the sponsor, for such studies serve as guides to station program and production departments and to the merchandising department as well. There is no better way for the station to find its faults, determine its success, and secure information upon which to base future activities.

Surveys are frequently valuable in providing ammunition for the sales force of the station, and often justify themselves on that basis alone. The feasibility of displaying the client's promotional material in the studios, and inviting studio audiences to a sponsor's broadcasts depends entirely upon the individual station's facilities.

Only a Start

IT IS INEXPENSIVE and profitable to furnish advertisers' salesmen with routing lists, introduce them to important contacts, and help them plan their calls when they are unfamiliar with the territory. The distribution of the product is a vital factor in the productivity of the program, and any service that you render the salesmen will be reflected in a measure in his sales. The greater his success in placing the product the greater are the station's chances for a productive broadcast.

We have just begun to scratch the surface of the merchandising "how". Keeping in personal contact with dealers, advising them on the proper use of windows and tie-in displays, informing them of campaigns by mail, helping clients plan tie-in advertising, securing newspaper publicity, introducing salesmen to important connections and helping them to plan their calls, planning and conducting dealer and sales meetings, conducting surveys, handling studio audiences and displaying promotional material in the studio—these are only the beginning of merchandising service.

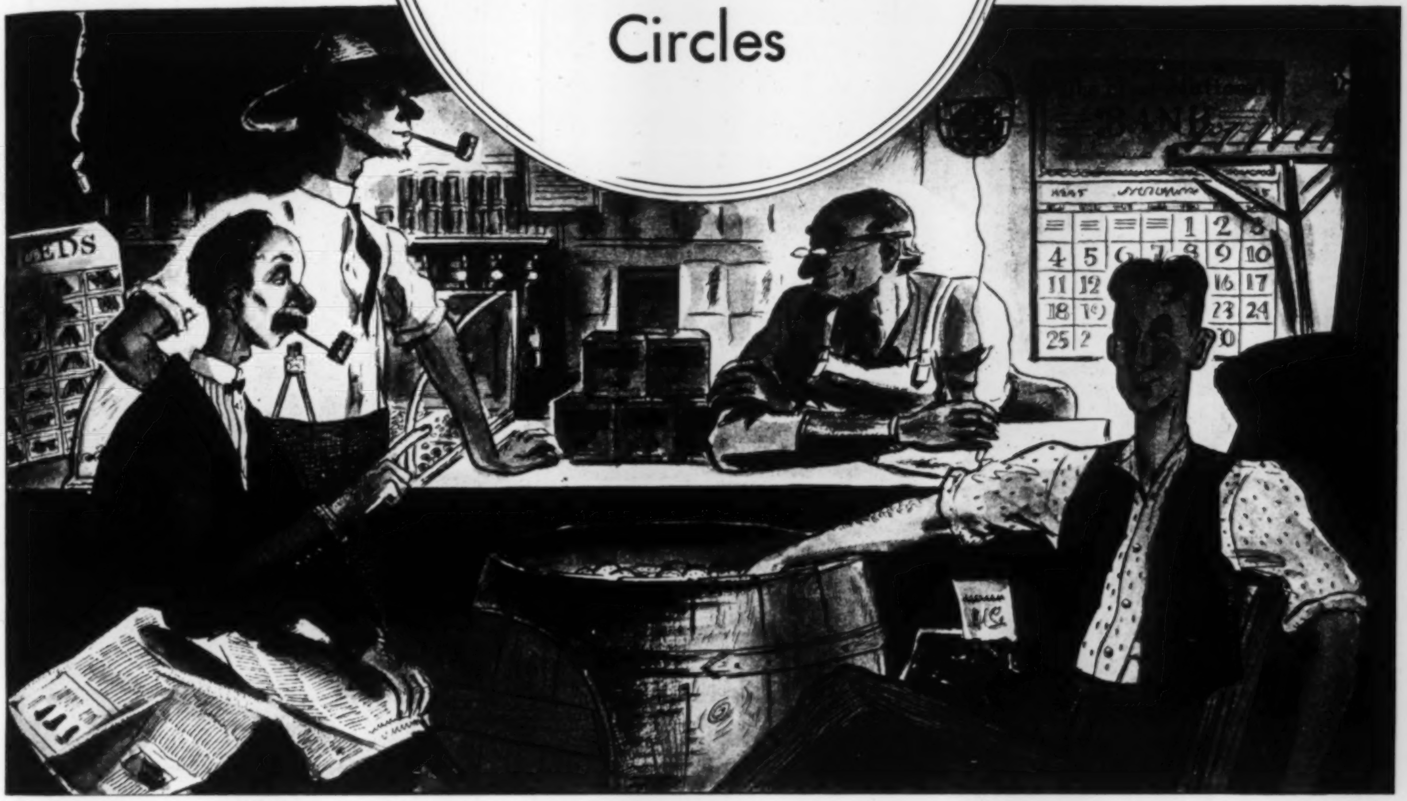
As new ideas and plans develop, this newest phase of broadcasting promises to become one of the most important of a station's many functions. The roots of merchandising were planted in 1934. What growth will the year 1935 show?

Golden State Prizes

GOLDEN STATE Co. Ltd., San Francisco, Cal., state-wide dairy products distributing group, in its new series of *Golden State Menu Flashes*, broadcast Mondays and Fridays, 10-10:15 a. m., over NBC-KPO, is using a new idea to attract California housewives. A portion of each broadcast is devoted to the interchange of recipes and menus. As an incentive, it offers parchment certificates of merit each week for outstanding recipes and menus and every month a silver prize is given for the best received. The KPO broadcast is supplemented with spot announcements on seven California stations. In the form of dramatic skits, built around the use of Golden State dairy products, these broadcasts are heard six times weekly over KYA, KLX, KQW, KWG, KFBK, KMJ, and KERN. N. W. Ayer & Son Inc., San Francisco, is the agency.

CAL-ASPIRIN Corp., Chicago (aspirin) has placed its account with Reincke-Ellis-Younggreen & Finn Inc., Chicago, and is continuing its current *Painted Dreams* six mornings a week on 3 Mutual stations.

We've Got a Respected Voice in CRACKER BARREL Circles



Around the nation's cracker barrels Presidents have been elected, wars have been fought, local leaders have been elected or defeated.

Today, while the setting may be completely changed, cracker barrel philosophy and debate still have a dominant effect on local and national situations. Men's clubs, women's clubs, and scores of other social and political organizations now control the many affairs of their respective communities. These are the *modern* cracker barrel circles.

In the great Chicago market, both WMAQ and WENR enjoy a respected voice in these important groups for reasons of prestige, program popularity and neighborliness. And by knowing the local situation, the people and the trading problems of the market so well, WMAQ and WENR have built up and have sustained tremendous, loyal listening audiences.

WMAQ
AND
WENR
CHICAGO

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★	WASHINGTON ★	CHICAGO ★	SAN FRANCISCO
WEAF & WJZ	WRC & WMAL	WMAQ & WENR	KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Plea for Renewal Of WMCA Is Heard

HEARING on the renewal application of WMCA, New York, cited by the FCC because of a program sponsored by Birconjel, a medicated jelly, was held before the FCC Broadcast Division July 1. A plea for renewal was made on the ground that the particular program, which had been cancelled immediately following information that it was objectionable, was the only one against which the FCC had any complaint.

William Weisman, vice president and attorney for WMCA, appearing for the station, testified that the program, which had been described by the FCC as in bad taste, had been cancelled last March, after a short time on the air, when it came to the attention of the station executives. Under examination by Andrew Haley, FCC counsel, Mr. Weisman declared it was the only program on the station against which there had been complaint.

Chairman Prall, of the FCC, asked whether there was any question as to WMCA's action after the complaint had been brought to its attention, and George Porter, FCC assistant general counsel, asserted that the station promptly deleted the program.

Witnesses who appeared for WMCA included LeRoy Mark, operator of WOL, Washington and John Elmer, operator of WCBM, Baltimore, both in the Intercity Group keyed from WMCA. They stated that the programs received from WMCA are of high calibre and had been well received by their audiences.

In closing his case, John M. Littlepage, counsel for WMCA, declared the only issue was that of the public interest of one particular program, and that the FCC should consider the past and present record of WMCA in reaching its decision.

RCA Victor Campaign

RCA VICTOR Company's 1935-36 advertising campaign, which will include radio in its enlarged budget, will be discussed by T. F. Joyce, advertising manager, at a meeting of the company's major distributors in Atlantic City July 18 and 19. David Sarnoff, RCA president, and E. T. Cunningham, RCA Victor president, will be among the speakers on plans for advertising and merchandising the company's new set line. Thomas M. Keresey, account executive of Lord & Thomas, New York, will continue to handle the RCA schedules.

Thomas Buys KGBZ

PURCHASE of KGBZ, York, Neb., by interests represented by Lloyd Thomas, operator of WROK, Rockford, Ill., was finally negotiated in early July by Mr. Thomas, who also has secured purchase options on two other unnamed Nebraska stations. Mr. Thomas' associate in the enterprise is E. A. Fellers, advertising manager of the Mantle Lamp Co., Chicago, who also has a large interest in WROK.

SPONSORING SPECIAL EVENTS

Joseph Horne Co., Pittsburgh Department Store, Finds Golf Tournament a Fine Sales Stimulant

By EDWARD KRUG
WJAS Pittsburgh

THE SETTING: The City of Pittsburgh when it learned that its own Oakmont Country Club had been selected by the National Golf Association for the 1935 National Open Golf Tournament June 6-8. Local golf fans, indeed nearly all Pittsburghers, showed an enthusiastic interest in the approaching matches which assumed the proportions of a civic mania.

THE PROGRAM: *The Oakmont Open Forum.* Entered in the National Open was Pittsburgh's own Sam Parks, Jr., professional of South Hills Country Club. That he was young, comparatively unknown, — that this youngster was matched against the best golfers from 36 states and three foreign countries — all this was forgotten locally. Sam Parks, local boy, was Pittsburgh's own favorite.

Knowing this, the commercial department of WJAS, Pittsburgh, hit upon the idea of building a series of programs around Parks —having him interview world-famous golfers as they arrived in Pittsburgh—about three weeks before the actual match, and climaxing with up-to-the-minute news and interviews direct from the clubhouse during the week of the National Open. The idea was a "natural", geared dynamically to public interest, both in the personality of Pittsburgh's own Sam Parks, Jr., as well as in the bringing before Pittsburgh listeners such great golf names as Gene Sarazen, Johnny Revolta, Paul Runyon, Walter Hagen, Ky Laffoon, and scores of others.

Quick to sense the merchandising possibilities of such a series was the Joseph Horne Co., one of Pittsburgh's leading department stores. Here was a man's audience, made to order, eager to hear its favorite golfing personalities in person, as well as hot advance tips on the coming tournament — how the various links stars were shaping up for the gruelling match at Oakmont, etc. But neither WJAS nor the Horne Co. anticipated the grand climax of the National Open and the program series—that darkhorse Sam Parks, Pittsburgh's unknown favorite and observer for the *Oakmont Open Forum* was to be crowned National Open Champion for 1935 in the dramatic final hour of the match on June 8! It was just one of the "breaks" of radio and sports.

Picking the Winner

MERCHANDISING PLAN: The *Oakmont Open Forum* was put to work for the Joseph Horne Co.'s Store for Men. During the three weeks prior to the week of the National Open, Pittsburgh golf fans were invited to send in their choice of the winner of the National Open, together with his hypothetical winning score for the four rounds. As an incentive the Horne Co. posted a prize of $100 cash for the person selecting the name of the winning contestant and his score to win the tournament. Also building up interest were the reactions of the golfing stars interviewed during the programs. Each was asked, among other questions, what he believed the winning score would be and his choice for the winning player. Some 25,000 Pittsburgh golf fans submitted letters.

Although broadly institutional in its outlines, building good will for the Joseph Horne Co. and spotlighting its Store for Men, the program worked well in direct merchandising as well. During the store's annual sale of high-grade suits at sharp reductions, a pre-announcement of the sale was made to radio listeners only, two days in advance of the general newspaper advertisement. The crowd flocking to the Men's Store during those two days vividly attested to the interest and size of the radio audience for the series.

During the time of the broadcast series newspaper copy carried trailers calling attention to the broadcasts and the day and time of their airing. The *Oakmont Open Forum* was presented thrice weekly in the evening for three weeks before the National Open, and during the actual playing of the tournament was on the air three times daily with last minute scores and personal comments of leading contestants.

Tony Wakeman, WJAS sports and special events announcer, who handled the writing and announcing for the series, engaged a room at the Oakmont Clubhouse. Adjacent to the player's rooms, and installed with complete remote control equipment, this vantage point assured complete and immediate coverage of every happening of vital importance during every minute of the tense competition.

RESULTS: The *Oakmont Open Forum* was acknowledged a complete success both in building up good will and in direct sales for the Joseph Horne Co. Store for Men.

WIRE
SELLS THESE PRODUCTS FOR YOU!
WIRE
National Association Retail Grocer's
FRESH
DATED

Demonstrates Merchandising to Merchants

WHEN 10,000 retail grocers convened in Indianapolis for the 13th annual meeting of the National Association of Retail Grocers, WIRE broadcast convention features, including entertainment programs. Microphones in the WIRE display booth were used for *Convention Reporter* programs, with convention delegates being interviewed for the radio audience. The merchandising booth contained displays of products sold in independent grocery stores and advertised over WIRE. The station's merchandising and sales promotion staff answered grocers' questions about programs and products as well as merchandising methods.

Two Sponsors to Cease Certain Medical Claims

THOMAS LEEMING & Co. Inc., New York (Baume Bengue) has agreed with the Federal Trade Commission to cease claims that the product penetrates "deeper" or penetrates into muscles or joints themselves, or stays there until pain is "banished", "routed" or "killed". Further the sponsor agreed to stop claiming the product is an effective remedy for "any ailment, disease or condition unless the allegations are supported by demonstrable scientific facts or substantial medical opinion."

Esbencott Laboratories, Portland, Ore., has agreed to stop claiming that its Santiseptic Lotion is a "competent therapeutic treatment for prickly heat, blemishes or skin defects, and that it will prevent or relieve inflammation and will leave a powder effect that will not rub off."

Sponsors All Sports

MORE than tripling its former highest newspaper appropriations for the territory, Socony-Vacuum Oil Co., New York (Mobilgas and Mobiloil) has undertaken the sponsorship of all professional collegiate, scholastic and industrial sports on WSBT and WFAM, South Bend. The contract, which runs between $15,000 and $20,000, calls for 96 games and various spots and includes covering all football games played by Notre Dame at home and abroad next season, with station announcers to accompany the team. J. Stirling Getchell, Detroit, handles the account.

New Producing Concern

AERIAL PUBLICIZING Inc., RCA bldg., New York, is now producing a new show for Carlsbad Products Co., New York (Sprudel Salts). Howard Weston is president of the new concern which not only produces programs but has entered the station representative field. Also connected with it are Al Collins, formerly with N. W. Ayer & Sons, and Stewart Ayres, formerly with NBC.

Towns . . . 81c each

● If you were to prorate the cost of covering the towns in the WSM Primary Service Area with an outstanding spot program on WSM, you would find the average cost to be approximately 81c each.

This would include only some 166 towns with populations from 500 to 15,000.

The large number of smaller towns and outlying districts, as well as the major markets, would be yours free.

So would WSM's important Secondary Area, from which were received (excluding entirely Tennessee, Kentucky and Alabama) 293,947 letters in January and February alone.

A list of the more important markets, together with complete market information, will be sent advertising executives upon request.

WSM

50,000 Watts

Complete Production Facilities

EDWARD PETRY & CO., Inc.
National Representatives

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

COMPLETE

1. RECORDINGS

World Broadcasting System are the pioneers in the field of program service. For six years our subsidiary, Sound Studios of New York, has worked in close cooperation with the Bell Laboratories to perfect the most vivid and realistic method of sound reproduction and recordings. The result is unqualified approval of the vertical method. All programs supplied by the World Program Service are of this type. This practically doubles the tonal range over the former method of lateral recording, with superb effect when put on the air.

2. WIDE RANGE REPRODUCING EQUIPMENT

The World Program Service is closely integrated all the way through from the original performance before the microphone to the ultimate broadcasting from a station. Special reproducing equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the United States. The recording equipment is matched with the reproducing pick-up—these together with the processing of masters and the acetate pressings from the masters are all part of the Wide Range Vertical Recording by Bell Laboratories. This is the equipment offered by World Program Service. A background of years of experience in this special field with the work of the world's leading sound experts is a guarantee that there is nothing better!

WIDE
RANGE

WORLD PRO RAM
BACKED BY AG RESS
IN NATIONAL VERT

The life of new busines pouri
Program Service these s. A
program is in full swing m W
in New York, Chicago, Los A
national advertisers in y part
reached and informed t this
advertising medium. T sult is
affiliated stations with e on th

A PRO UC

WORLD BROADC S

50 WEST 57TH STRE T, N

Other Offices and Recording Studios at: 400 W. Ma n St., C

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WO BROAD

123 AFFILIATED STATIONS OF WORLD PROGRAM SERVICE

WAPI	Birmingham, Ala.
KUOA	Fayetteville, Ark.
KFPW	Fort Smith, Ark.
W6XAI	Bakersfield, Calif.
KIEM	Eureka, Calif.
KMJ	Fresno, Calif.
KNX	Los Angeles, Calif.
KLX	Oakland, Calif.
KFBK	Sacramento, Calif.
KWG	Stockton, Calif.
CKLW	Windsor, Ontario, Can.
KVOR	Colorado Springs, Colo.
KFEL	Denver, Colo.
KGHF	Pueblo, Colo.
WTIC	Hartford, Conn.
WJSV	Washington, D.C.
WFLA	Clearwater, Fla.
WMFJ	Daytona Beach, Fla.
WRUF	Gainesville, Fla.
WMBR	Jacksonville, Fla.
WQAM	Miami, Fla.
WDBO	Orlando, Fla.
WCOA	Pensacola, Fla.
WTFI	Athens, Ga.
WGST	Atlanta, Ga.
WRDW	Augusta, Ga.
WMAZ	Macon, Ga.
KIDO	Boise, Idaho
WGN	Chicago, Ill.
WJBL	Decatur, Ill.
WTAD	Quincy, Ill.
WHBF	Rock Island, Ill.
WTAX	Springfield, Ill.
WTRC	Elkhart, Ind.
WGBF	Evansville, Ind.
WLBC	Muncie, Ind.
WHO	Des Moines, Iowa
WMT	Cedar Rapids, Iowa
KFBI	Abilene, Kansas
KGGF	Coffeyville, Kansas
WIBW	Topeka, Kansas
WLAP	Lexington, Ky.
WAVE	Louisville, Ky.
WJBO	Baton Rouge, La.
KWKH	Shreveport, La.
WBAL	Baltimore, Md.
WEEI	Boston, Mass.
WTAG	Worcester, Mass.
WCSH	Portland, Me.
WJR	Detroit, Mich.
WOOD-WASH	Grand Rapids, Mich.
WEBC	D Minn.
KSTP	St. Minn.
WQBC	V g, Miss.
KMBC	K City, Mo.
KWK	St. L Mo.
KGBX-KW	ringfield,
KFBB	Gr s, Mont.
KFAB	Lin Nebr.
KOIL	On Nebr.
KOH	Re vada
KGGM	A rque, N.
WOKO	A , N. Y.
WGR-WK	falo, N. Y.
WOR	Ne , N. Y.

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E in five parts!

WO
PRO AM
SE ICE

**SUPERB
PROGRAM
QUALITY**

PRO AM SERVICE

Y AG ESSIVE SELLING

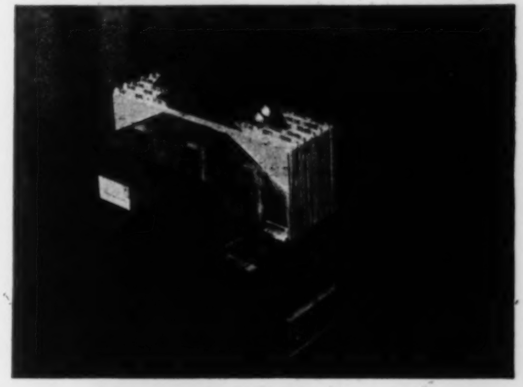
NAL A VERTISING FIELD

busines pouring into the World e these s. An aggressive sales ll swing m World Headquarters hicago, Los Angeles. Every day sers in y part of the country are ormed t this new and flexible um. T sult is new business for with e on the way!

3. CONTINUITIES

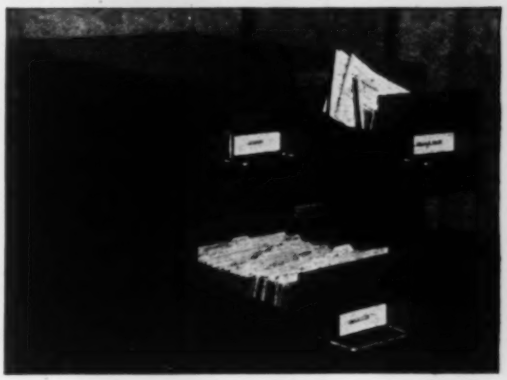
A first rate continuity is the window dressing of a program as well as a vehicle for a sales message. The World Program Service includes vivid continuities prepared by experienced radio showmen. No minute is unprovided for. These continuities add the essential personal touch and they heighten the interest. They may be used in whole or in part according to the needs of advertiser and station manager.

4. FILING CABINETS



The creators of the World Program Service are thoroughly familiar with conditions in broadcasting stations. We know how important it is that all programs be kept in perfect condition and in readiness for instant use. This need is met by supplying as part of the service special filing cabinets. These are so arranged that you can put your hand instantly on every type of musical program.

5. CROSS REFERENCE



A rare feature of the World Program Service is the fact that the numbers are separated on the discs so that one can be taken off of one disc, another from another, without any interruption in the program. To make this building of combination programs easy, a cross reference catalogue is supplied. This unique feature facilitates the building up of every variety of program and makes the service absolutely flexible.

RO UCT OF

CASTING SYSTEM INC.

STRE , NEW YORK, N. Y.

W. Ma n St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.

OF WO BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

WEBC D Minn.
KSTP St. Minn.
WQBC V g, Miss.
KMBC K City, Mo.
KWK St. L Mo.
KGBX-KW ingfield, Mo.
KFBB Gr , Mont.
KFAB Lin ebr.
KOIL Om ebr.
KOH Re vada
KGGM A rque, N. Mex.
WOKO A N. Y.
WGR-WK falo, N. Y.
WOR Ne , N. Y.

WHDL Olean, N. Y.
WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WBIG Greensboro, N. C.
WSJS Winston-Salem, N. C.
WDAY Fargo, N. D.
KLPM Minot, N. D.
WCKY Cincinnati, Ohio
WHK Cleveland, Ohio
WAIU Columbus, Ohio
WSPD Toledo, Ohio
WKBN Youngstown, Ohio
KADA Ada, Okla.

KVOO Tulsa, Okla.
KFJI Klamath Falls, Ore.
KOIN Portland, Ore.
WCBA Allentown, Pa.
WLEU Erie, Pa.
WKBO Harrisburg, Pa.
WCAU-KYW Philadelphia, Pa.
WEEU Reading, Pa.
WGBI Scranton, Pa.
WJAR Providence, R. I.
WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.

WOPI Bristol, Tenn.
WDOD Chattanooga, Tenn.
WNOX Knoxville, Tenn.
WREC Memphis, Tenn.
WLAC Nashville, Tenn.
KGNC Amarillo, Tex.
KFDM Beaumont, Tex.
WFAA Dallas, Tex.
KTSM El Paso, Tex.
WBAP Fort Worth, Tex.
KXYZ Houston, Tex.
WOAI San Antonio, Tex.
KGKO Wichita Falls, Tex.

KDYL Salt Lake City, Utah
WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
KHQ-KGA Spokane, Wash.
KIT Yakima, Wash.
WHIS Bluefield, W. Va.
WHBY Green Bay, Wis.
WKBH La Crosse, Wis.
KGMB Honolulu, H. I.
2GB Sydney, Australia
JDN Adelaide, Australia

**A NATION-WIDE
SYSTEM TO
REACH EVERY
DESIRED MARKET**

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and
Broadcast Advertising

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The Prall Speech

WHETHER we agree with his conclusions or not, we must commend Chairman Prall of the FCC for his frank and forthright address to the NAB. In it he answered many of the questions which have plagued broadcasters, advertisers and agencies since the program cleanup campaign began early this year. With all of his deductions and conclusions we agree, except the one that perhaps is the most important to broadcasters—longer station licenses.

There is food for thought aplenty in the Prall suggestion that the three major trade associations interested in broadcasting — the NAB, AAAA and ANA—get together as a part of their cooperative audit bureau project and initiate safe, sane and clean program standards. It is well worth serious consideration, and we were gratified to see the convention take cognizance of it.

We gratefully acknowledge Mr. Prall's mention of the editorial suggestion we made in our May 1 issue apropos a central bureau in Washington to check questionable programs. We thought then and we think now that it is the only sure way of meeting whatever threat that exists as a result of the program crusade, particularly when the FCC has so clearly stated that it will give no advance opinions and that stations broadcast any and all programs at their own risk.

Only with Mr. Prall's remarks about extension of the existing six-month licensing procedure do we take issue. The law permits the FCC to issue licenses for three years, which is short enough when one considers the investments necessitated in making going organizations of radio stations. Mr. Prall states that he sees no reason why, once the industry has established itself on a sound program basis, the FCC should not seriously consider the pending Brown proposal for extension of licenses to one year.

It is our conviction that real stability cannot come in broadcasting until there are, not merely one year licenses, but licenses for the full statutory limit of three years. We believe the FCC should take cognizance of that now, rather than in the undetermined future.

We believe that if the FCC will study this matter closely, it will arrive at the inevitable decision that it is wrong and discriminatory to force stations to live on a month-to-month basis, in constant dread of what will happen to their licenses. The FCC always will have the revocation of license course if stations exceed the law or the regulations. But the longer license will give them a degree of confidence that is bound to result in improvement.

Awards for Merit

THE PUBLIC SERVICE that broadcasting provides, possibly overlooked in the face of criticism that has been directed at the industry, is due for deserved recognition, and the recent NAB action in favoring plans with the RMA for annual public-service awards will aid in securing this recognition. Thus not only will conspicuous examples of service by stations, networks, advertisers and related branches of broadcasting be rewarded, but attention will be focused on the general benefits gained from unselfish contributions of their facilities for the public good. Mere bigness is not a criterion in service, and we think the little fellows along with the big will deserve recognition. A conspicuous example of real public service by a small station was the 42-hour broadcast by WNBF, Binghampton, N. Y., a 100-watter, which obtained an emergency increase in power and acted as the main source of information in that part of the state during the flood period, besides being the clearing house for donations and supplies.

Meeting an Acid Test

PROBABLY the healthiest experience ever encountered by American broadcasting, at least as an organized entity, was the test the NAB faced at its Colorado Springs convention. Delegates attended in record numbers this year, most of them coming with fear and apprehension lest a rift might occur that would wreck their organized efforts—efforts so successful in the past in combating government ownership and multitudinous reform movements.

What happened? Every delegate had an opportunity to say what he felt, and many said it. If there was suppressed spleen, it was not evident on the floor of the convention. Honest differences of opinion were aired. Personalities for the most part were forgotten, even after a gruelling preliminary outburst of accusations and counter-accusations with respect to copyright, networks and whatnot.

Whatever feeling may still persist regarding copyright, the convention had a full and fair opportunity to vote its stand—and did so, decisively. However many individuals may still feel about the situation, there is utterly no reason why they should not have come away from the protracted debates without a full understanding of the copyright problem.

In our pre-convention issue we pointed out the seriousness of the situation. Having sensed the sentiment beforehand, we pleaded for full and free discussion in the belief it would restore a united front. We were criticised for going too far, some even accusing us of fomenting the dissension by reason of our full and comprehensive news coverage of the pre-convention situation. We think the proceedings of the convention and its results more than vindicated the soundness and accuracy of our editorial efforts.

The NAB now enters its fourteenth year with a new high command and with renewed solidarity. In Leo Fitzpatrick, pioneer radio executive, successful station operator and "Fighting Irish" all the way, the convention selected a leader worthy of the job to take up where the retiring president, J. Truman Ward, leaves off. In the retirement of Phil Loucks from the managing directorship, the NAB suffers a real loss; the industry, however, has selected an able successor in Jim Baldwin, whose training peculiarly fits him for the task. In the new leadership of the NAB we have every confidence — especially now that unity has been restored in the industry's ranks.

The RADIO BOOK SHELF

BEHIND the scenes with a broadcast news service, particularly that of Yankee network, is the exciting literary fare offered by Leland Bickford, its editor-in-chief, in collaboration with Walter Fogg, in *News While It is News*, published by G. C. Manthorne & Co., Boston.

From the beginning of Yankee's news service, which started operating March 1, 1934, to the present day, the book deals with prominent news stories and how they have been covered. Big Yankee "scoops" are narrated, as well as the methods by which they were handled. After reviewing how John Shepard 3d, Yankee president, conceived and started the service, Bickford tells some of the obstacles faced in obtaining news and goes into the methods employed to insure accuracy and avoid mistakes.

WHAT "Jake" thinks about radio shows and radio stars—"Jake" being an ex-farmhand, mechanic, taxi driver and rubber in a Turkish bath—is expounded in a neat little volume just issued by CBS under the title *What Does Jake Think?* which we commend to everyone interested in typical audience reactions. This CBS book hasn't a single statistic in it; as CBS puts it: "A dinner-pail swinger strikes some sparks from the anvil of common sense."

A REVISED and enlarged edition of *The Story of Radio*, by Orrin Dunlap, radio editor of the *New York Times*, will be published by the Dial Press, New York, on July 19, reports the *Times*. Mr. Dunlap has added chapters dealing with recent advances in television, the ultra-short waves and therapeutic uses of radio.

THE SPOKEN WORD, now heard through the radio by millions, thus assumes new importance and broadcasters take great pains with pronunciation. How far they go to be accurate is explained in *The Broadcast Word* by A. Lloyd James, Kegan Paul, London, 7s. 6d. net.

We Pay Our Respects To —

STUART PEABODY

THERE are few men in the business of advertising who are better known than Stuart Peabody. And by the same token there are very few, if any, more universally respected and liked.

There are reasons for this—it didn't just happen. In the first place "Stu" is about as friendly and approachable sort of a man as you will find. No one has to wade through a lot of secretaries to get to him in spite of the fact that he is holding down a big job and doing it exceedingly well. Not that he is a pushover for any and all salesmen—far from it. Yet whether you sell him or not, you leave his presence with a warm feeling of friendliness and the respect one always gives to a man so obviously familiar with his work.

No stranger to broadcasting, Mr. Peabody has used radio in almost all its forms—network day time, night entertainment shows, transcriptions, spot and local with live talent. His title of Director of Advertising and Commercial Research of The Borden Co. does not quite do him justice unless you know the many ramifications of the company, a nation-wide organization selling many dairy and related products.

Back in 1928, Mr. Peabody first became interested in radio. At the time he was a member of the board of directors of the Association of National Advertisers. He played a large part in the radio activities of that organization and at the present time is chairman of its radio committee.

As for his life history, he was born in Cincinnati and was somewhat embarrassed a good many years later when the ANA held a convention in that city to have one of the newspapers come out with a story headed "Local Boy Makes Good", a story which his conferees did not let him forget easily. He was educated at Storm King School at Cornwall-on-Hudson and from there went to Williams where he became a member of Chi Psi and an earnest if somewhat ineffective athlete.

Leaving college he started out as reporter on the *New Castle* (Pa.) *Herald* and from there progressed to a job as a bookkeeper with Procter & Gamble. He says he was very bad at this and that he resigned from P. & G. two jumps before the pink slip.

It was then, perhaps, that he really started out, getting a job in the Cleveland office of the H. K. McCann Co., headed by Lynn Ellis. He spent nine years with this agency, being transferred in May, 1917, to the New York office and placed on the Borden account. After handling that account in a highly effective manner he was invited to become advertising manager of the Borden Sales Co., whence he progressed to be advertising manager of The Borden Co. Inc., and its subsidiaries.

No joiner is Mr. Peabody; yet when he is in a thing he is in it, and lucky is the organization with which he is allied. He early became active in the ANA, a group of manufacturers spending approximately $300,000,000 per year in advertising. He has served as first vice president, as chairman of the finance committee, as a member of the circulations committee, the outdoor advertising committee, street car card committee and chairman of the program committee.

In 1933, he was elected president of the ANA, succeeding Lee H. Bristol, vice president, Bristol-Myers Co. He is now chairman of the board of the association. In addition he is president of the Traffic Audit Bureau Inc., and a director of the Audit Bureau of Circulations.

As to his private life, "Stu" married Helen Wall who was in her own right a well known interior decorator, and now is the proud father of two children, a boy and a girl. He is a hound for hobbies, averaging, according to his own statement, 16 each year. Currently in the lead are candid camera photography and ship model building. He golfs, and well, but still plays auction bridge on the train coming down from Irvington, N. Y., in the morning.

"Radio has been a most effective medium for Borden," says Mr. Peabody, "because, first, it is easy to merchandise and second it has probably greater penetration than any other single medium."

Just between us, if Borden should ever lose Stuart, he would make good as a gag man. He writes a sparkling script all by himself although unfortunately most of it never sees the light of day. What company, what radio program has a better slogan than that privately sponsored by "Stu" for milk: "From udder to mudder".

PERSONAL NOTES

DUDLEY R. ROLLISON, ex-space salesman and agency executive, has been added to the sales force of NBC in Chicago. Formerly director of research for Blackett-Sample Hummert Inc., Chicago, business manager of *Holiday*, A.A.A. Official publication, and account executive for Hixon O'Donnell, Los Angeles, Rollison has most recently been with the *Chicago Herald & Examiner*.

JOHN K. CHAPEL and Mrs. Chapel, of WOW, Omaha, will leave Aug. 4 for their annual vacation and radio inspection trip to foreign countries, this time planning to visit Caribbean countries. Chapel, who is of royal lineage and is also known as Count John Kuropatkin Chapel, will particularly observe promotion methods of stations.

DONALD FLAMM, president of WMCA, New York, has gone to the West Coast to visit stations, following the NAB convention.

GLENN TICER, NBC network sales representative, San Francisco, has been appointed manager of local sales, in that city, succeeding Sidney Dixon, transferred to NBC Los Angeles offices.

LARRY NIXON, for the last two years with Hirshon Garfield Inc., New York agency, and former publicity director of the radio industry's various trade shows, has been named publicity director of WMCA, New York. Bettie Glenn remains as assistant.

JACK RICE, of Miami, Fla., president of the International Radio Club, was a late June visitor in Cincinnati, renewing acquaintance with L. B. Wilson, president of WCKY, John Clark, general manager of WLW, and others. He acted as narrator June 26 on WLW's *Salute to the Cities* program, dedicated to Miami.

W. E. JACKSON, of the commercial staff of KDKA, Pittsburgh, has been elected a member of the board of governors of the Pittsburgh Advertising Club.

B. M. MIDDLETON, formerly commercial manager of WEHC, Charlottesville, Va., has resigned to take over the commercial department of WSVA, new station at Harrisonburg, Va., which went on the air early in June.

IRVIN GROSS, merchandising manager of WFAA, Dallas, married Ann Yanowsky of Cleveland, his home town, on June 13. They honeymooned in Canada and Detroit.

S. W. PETACCI, since 1933 advertising manager of WSBT and WFAM, South Bend, Ind., and formerly with Chicago and South Bend agencies, has been appointed manager of the stations, succeeding Leo Kennett, now operating WHBU, Anderson, Ind.

JOHN HEINEY, for a year on the sales promotion staff of the *Washington Post*, and before that assistant manager of KSO, Des Moines, has been named radio editor of the *Post*.

ELLIS A. YOST, former chief examiner of the old Radio Commission, is now residing in Mt. Pleasant, Mich., where he is operating oil well properties in association with his brother, Fielding H. Yost, University of Michigan athletic director.

JAMES R. CURTIS, president of KFRO, Longview, Tex., who was married June 30 to Miss Sarah DeRue Armstrong, of Alva, Tex., made the NAB convention at Colorado Springs his honeymoon trip. Mr. and Mrs. Curtis drove to the resort and visited broadcasting stations en route.

BOB CATHERWOOD, of the sales department of WOR, Newark, was struck July 7 by a bullet from his own gun as it ricocheted from a stone while he was hunting at his summer home on Long Island. On the same day Ted Herbert, also a salesman, was injured when his car overturned after a blowout.

R. L. FERGUSON, formerly of WOR, Newark, WLW, Cincinnati and NBC Chicago sales offices, has joined the sales staff of WINS, New York.

LOREN STONE, of KOL, Seattle, has been elected a trustee of the Advertising Club of Seattle.

SAM SHAPAN, recently on the West Coast, has returned to the sales department of KDYL, Salt Lake City.

BEHIND THE MICROPHONE

ALFRED WALLENSTEIN, member of the board of directors and first cellist of the New York Philharmonic, has been appointed general musical director of WOR, Newark, succeeding George Shackley, who resigned June 21 to devote full time to Treasure Chest Inc., a new service for developing premiums for radio advertisers. Mr. Wallenstein is known to radio music lovers as conductor of the *Wallenstein Sinfonietta*.

MAX HALPERIN, well known showman, has been named manager of the newly organized WFAA Artists Service, it was announced July 10 by Martin Campbell, manager of the Dallas station. The service will be affiliated with Radio Artists Bureau Inc., Chicago.

FRANK ANFENGER, for 25 years news and telegraph editor of the *Chicago Daily Times* and its predecessor the *Chicago Journal*, is editing INS service for WBBM, Chicago, assisted by Victor Boesen, for five years with *Chicago City News Service*.

JACK SHANNON, program director of WFBL, Syracuse, N. Y., who is also a popular tenor, on July 4 began a twice weekly on CBS, Thursdays at 2 p. m. and Saturdays at 1 p. m. (EDST).

DR. J. C. GROSSON, prominent as a lecturer in Western New York state, has joined the staff of WGR and WKBW, Buffalo, as traffic manager and associate program director.

JACK MOYLES has joined the announcing staff of KSFO, San Francisco.

JULES ALLEN, the *Singing Cowboy*, formerly sustaining on NBC from Chicago, has joined KTUL, Tulsa, Okla., to work on a program for Griffin Grocery Co.

MAHLON MERRICK, formerly program director of KHJ, Los Angeles, has returned to the station as music conductor after on absence of several months in transcription work.

KAY VAN RIPER, who has been in New York for the last eight months, has returned to KFWB, Hollywood, with a weekly historical series titled *Cleopatra*.

MRS. LEW FROST, wife of NBC's Western division program manager, San Francisco, is suffering from injuries received when her foot was caught in an elevator door.

BOB LEVY has been appointed relief announcer of W9XBY, Kansas City.

KWKH

Shreveport

"Louisiana's Most Powerful Network Station"

FULL TIME • 10,000 WATTS • CBS

Now Offers

Complete

UNITED PRESS

News

Now available for sponsorship . . . Write or wire for rates and open time.

KWKH

Owned and Operated by
THE SHREVEPORT TIMES
SHREVEPORT • LOUISIANA

National Representatives
JOHN BLAIR & COMPANY
New York · Chicago · Detroit · San Francisco

Artists Kept Busy

WHO, Des Moines, provides employment for staff artists during the summer by presenting a show under canvas in the Middle West. The unit is motorized for one-night stands and the tent seats 1600. The crew numbers more than 30 persons.

GEORGE D. HAY, master of ceremonies of the *Grand Ole Opry* of WSM, Nashville, has been appointed a Kentucky Colonel by Gov. Ruby Laffoon.

RALPH ROBERTSON, formerly of KFI, Los Angeles, WRC, Washington, and motion picture announcer, has joined the announcing staff of WOR, Newark.

HARRIET FRANCE, formerly with Radio Programs Syndicate, has joined Tausig & Renaldo, Hollywood talent agency.

ARTHUR FELDMAN, formerly of WMEX, Boston, has joined the announcing staff of WBZ, Boston.

ARNOLD MAGUIRE, production manager, of KFRC, San Francisco, has returned to his desk after an illness which confined him to his home.

JAMES W. McCONNELL, artists representative in the East, now is representing artists of KDKA, Pittsburgh, according to Harry A. Woodman, KDKA manager.

RODERICK MAYS, announcer and producer of dramatics at KYA, San Francisco, has returned to his duties after a seige of illness.

INEZ QUINN, program secretary of WHAM, Rochester, is back at her desk after a 14-week leave of absence due to illness.

RALPH BRYAN, former production manager of KGMB, Honolulu, and more recently with KJBS, San Francisco, has left radio and is organizing his own dance orchestra in San Jose, Cal.

CEDRIC C. DAVEY is on the announcing staff of KQW, San Jose.

CARMEN OGDEN, broadcaster for Sibley, Lindsay & Curr Co., Rochester department store broadcasting over WHAM, is back on the air after leave of absence. She was married in June to Gilbert Pederson.

Jello Retains Period

RETAINING its Sunday evening period on the NBC-WJZ network, General Foods Corp., New York (Jello) from July 21 until the return of Jack Benny and his troupe 13 weeks later will change its program to *Lanny Ross' State Fair Concert*. The program will be heard at 7-7:30 p. m. (EDST) with repeat for the West at 11:30-midnight, and will feature Lanny Ross, Helen Oelheim and Harold Barlow's orchestra. Jack Benny, who on June 30 was presented a gold medal for winning the *Radio Guide* star poll, is going on vacation but will make two movies in Hollywood, while Frank Parker, who will return with Benny's troupe in the fall, returns from Hollywood to make a picture in New York.

APPLICATION of Abe Corenson, former operator of KELW, Los Angeles, now combined with the old KTM and operated as KEHE by Hearst interests, was declared in default July 9 by the FCC when he failed to file an appearance in connection with his petition for a new 100-watt daytime station in Pasadena.

Station In Panama Overcoming Static

HP5B Reports Good Reception After Rebuilding Antenna

DESPITE natural handicaps from topographic and atmospheric conditions, HP5B, Miramar, Panama, now is being heard consistently throughout Central America as well as portions of the United States and South America, according to S. E. Arendale, of Ambassador Advertising Service, Panama City, who has been inspecting radio in this country.

When HP5B went on the air in December, 1934, reception problems were numerous, says Mr. Arendale. Although heard as far away as Hawaii and Europe, difficulty of reception was reported within a radius of 30 miles. This was overcome by changing the direction of the Hertz antenna so that now a ground wave covers a radius of 100 miles, beyond which an ether wave brings clear reception to a primary area which includes Panama, the Canal Zone, Costa Rica, British West Indies and Northern Venezuela and Colombia.

Reception Problems

STATIC sometimes is so heavy, says Mr. Arendale, that the 1000-watt code stations of the U. S. Army in Panama cannot cross the Isthmus. American military objections kept local broadcasting out of Panama for more than a decade on the theory that a commercial operator would interfere with government communication. This objection was overcome after long negotiating between the Panama government and the United States.

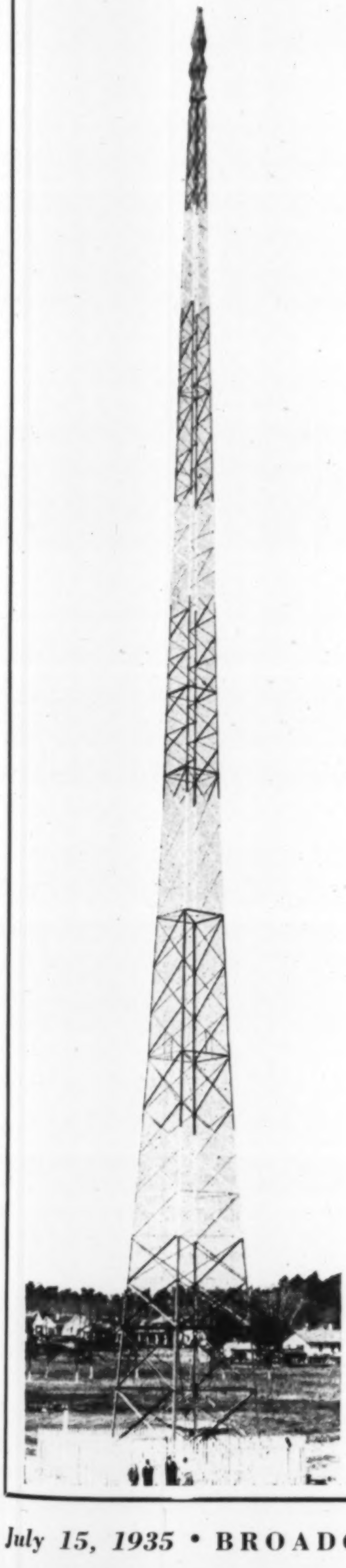
"After having gone through the initial stages of experimentation," Mr. Arendale adds, "HP5B is now being consistently reported throughout Central America as well as portions of the United States, varying with the yearly seasons. Programs are broadcast from 12 noon to 1:00 p. m. and from 8 p. m. to 10:30 p. m. daily (EST).

"These programs are unique among Central American stations due to the practice of maintaining an equal percentage of English and Spanish entertainment and announcements. This perhaps accounts for the volume of reports received from the United States. Because of Panama's importance as a tourist center, there is large quantity of high-grade entertainment available which enables the station to present a program of high entertainment value."

Buys Texas Lore Series

INDICATING the increasing trend toward the purchase of tested local and regional features by national advertisers, the Kellogg Co., Battle Creek, Mich. (cereals) on July 1 undertook the sponsorship three times weekly of dramatizations of Texas lore over the Texas Quality Group of four stations, keyed from WFAA, Dallas. Gov. Allred of Texas opened the series with an outline of the history of the Texas Rangers, who figure prominently in the dramas. N. W. Ayer & Son Inc., New York, is the agency.

1000 WATTS



"DOING A PEACH OF A JOB IN GEORGIA!"

WMAZ–MACON

IN THE "STATE OF WMAZ"

54 COUNTIES • POPULATION 813,069 • RADIO SETS 72,621

PRESENT ADVERTISERS

NATIONAL

Chevrolet Motor Co.
Dr. Pepper Bottling Co.
Crazy Water Crystals Co.
Carter Medicine Co.
Atlantic & Pacific Tea Co.
Greyhound Bus Lines
Gerst Beer
Orange Crush Bottling Co.
McKesson Robbins Inc.
Dodge Motor Co.
J. Allen Smith Co.
Darling Shops
Postel Milling Co.
Oertels Beer
Ruberoid Co.
Stanback Co.
Kinney Shoe Co.
Fenner & Beanne
Anheuser-Busch
Firestone
Cape County Milling Co.
DeJay Co.
Days Clothing Co.
J. J. Newberry Co.
Silvers
Piggly-Wiggly

SECTIONAL ADVERTISERS

Dixie Dairies
Rogers Stores
Sterchi Inc.
Southern Oil Stores
First National Bank & Trust Co.
Southland Coffee Co.
Marilyn Slipper Shops
Central Public Utilities
Bankers Health & Life Insurance Co.

AND

79 LOCAL ACCOUNTS INCLUDING
4 OUT OF 5 BIG DEPARTMENT STORES

PROGRAM SERVICE

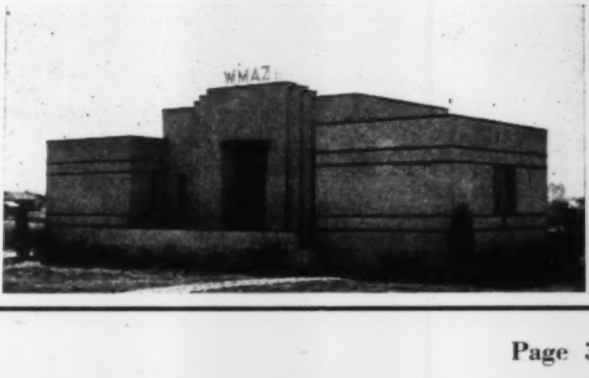
Outstanding Local Shows. World Broadcasting System and Mac Gregor-Sollie Transcriptions. Transradio Press Service. 19 Hours Daily. High Speed Printers.

EQUIPMENT

1,000 Watt Class B High Fidelity Transmitter. Blaw-Knox Vertical Radiator. R. C. A. Speech Input and Microphones. Western Electric Vertical and Lateral reproducing equipment.

WMAZ

Representative
Free, Johns & Field Inc.



NAB TECHNICAL TURNOUT—This party of technicians and their ladies broke up too quickly for our photographer to get their names, but one of our demon engineer-reporters was able to identify the ladies, mostly wives of station engineers, as follows, left to right: Mrs. John Fetzer, WKZO, Kalamazoo; Mrs. Hugh McCartney, WCAO, Baltimore; Mrs. H. C. Harvey, KFAB, Lincoln, Neb.; Mrs. J. P. Veatch, KFEL, Denver; Mrs. J. M. Hetland, WDAY, Fargo; Mrs. Wiley Wenger, KFNF, Shenandoah, Ia.; Mrs. J. E. Burrell, KJBS, San Francisco; Mrs. J. L. Middlebrooks, WAPI, Birmingham; Mrs. W. C. Grove, KLZ, Denver.

IN THE CONTROL ROOM

E. K. COHAN, technical supervisor of CBS, was expected to return to his office about July 15 after a two-month vacation abroad, during which he visited Italy, France, Germany, Russia and Spain. He had planned to devote considerable time to a study of European radio and television developments.

B. L. CAPSTAFF has resigned from the staff of WNEW, Newark, to join the engineering department of NBC in New York. He was formerly with WMCA, New York; WODA, Paterson, N. J., and the General Electric Co.

JAMES SUMMERS, NBC studio engineer at San Francisco, recently was promoted to full lieutenant in the Naval Reserve. Others in the Reserve are Lieut. Lloyd E. Yoder of the press department; Lieut. Curtis Peck, engineer in charge of KPO; Ensign Proctor Sugg, studio engineer, and Ensign Edward Callahan, NBC field engineer. In the Army Reserve are Capt. Marvin Young of the production department; and Capt. Bill Royle of the artist staff. Field Engineer Edward Parkhurst is a member of the Army amateur radio network.

LEWIS M. CLEMENT, widely known communications and radio receiver engineer, has been appointed vice president in charge of research and engineering of the RCA Victor Co., Camden.

LLOYD A. BRIGGS, European communications manager of RCA, sailed June 29 to return to his London office after visiting in New York and Washington.

"BUM" HOLLY, field operator of WHAM, Rochester, was awarded the Junior Division Cup for first prize in the annual contest of the Rochester Camera Club.

DON ANDERSON, of the control staff of WHAM, Rochester, was married June 29 to Muriel Grinnel.

JOHN J. LONG Jr., chief engineer, and Kenneth J. Gardner, control supervisor, of WHAM, Rochester, are fathers of boys born in June.

CYRIL FOSSEY, control operator of KEYL, Salt Lake City, is the father of a girl born in June.

CLYDE G. WEND, formerly of WHIO, Dayton, and other Midwestern stations, has joined WCKY, Cincinnati, as engineer.

ROBERT BROOKE, of the technical staff of NBC, San Francisco, has been permanently transferred to the Hollywood studios.

GILBERT A. MUNRO, transmission engineer of WBT, Charlotte, N. C., is visiting his native Scotland.

DR. ORESTES H. CALDWELL, former Federal Radio Commissioner, editor of *Electronics*, and well-known lecturer and broadcaster on topics of science and radio, has been appointed Director of Science Exhibits for the New York Electrical and Radio Show, to be held in Grand Central Palace, New York, in September.

WILLIAM SPENCER, formerly with several Eastern stations, has joined the engineering staff of WGAR, Cleveland. Ray Bird, formerly of WLW, Cincinnati, has been named assistant chief engineer.

FREDERICK W. SCHWEIKHER has joined the NBC Chicago sound department, replacing Raymond H. Kremer who has been transferred to the New York office.

RUSSELL S. HOFF, chief pickup engineer of WLW, Cincinnati, is the father of a girl born recently.

E. C. HORSTMAN, NBC Chicago control supervisor, fell asleep while fishing on a Minnesota lake and spent the next several days of his vacation in the hospital recovering from a severe case of sunburn.

HARRY R. LUBCKE, television director for Don Lee Broadcasting System, was principal speaker July 1 at a meeting of the scientific subcommittee of the Academy of Motion Pictures, Hollywood, which is gathering data on television.

CHARLES COLEMAN, engineer of WFIL, Philadelphia, is in Bryn Mawr hospital recovering from a fractured shoulder and broken leg suffered in a fall from a horse.

A. H. SAXTON, NBC western division chief engineer, after a six weeks vacation which took him to New York City, has returned to his post in San Francisco. He also attended the NBC divisional engineers' convention in New York June 10. Paul Gale, manager of NBC's western division traffic department, has also returned to his desk after vacationing in the Pacific Northwest.

DON GORMAN, designer and builder of the new Class A modulation and speech input equipment of KGEZ, Kalispell, Mont., is in charge of forestry broadcast equipment in Glacier National Park.

CLARENCE SALTZER, chief engineer of W9XBY, Kansas City, was married in June to the sister of Mrs. G. L. Taylor, wife of the station's general manager.

DAN HALIDAY, engineer, and A. W. McKee, announcer, both of WDAY, Fargo, N. D., recently inspected W9XBY, Kansas City, operating on 1530 kc., and W9XAL, its television adjunct. The television station now is combining with W9XBY in a half-hour sight and sound program at 1 p. m., daily except Saturdays and Sundays.

DR. IRVING LANGMUIR associate director of the research laboratory of General Electric, has been elected to the Royal Society, England, whose foreign membership is limited to 50 persons. He is the only American industrial scientist thus honored.

NBC ENGINEERS MEET—The first general conference of NBC division engineers was held recently in New York. The meeting included a visit to the RCA Victor plant at Camden. Left to right, seated, are A. H. Saxton of San Francisco, O. B. Hanson, NBC Chief Engineer, W. J. Purcell of Schenectady and H. C. Luttgens of Chicago. Standing are S. E. Leonard of Cleveland, George O. Milne of New York, George McElrath, NBC Operating Engineer of New York, R. H. Owen of Denver, and A. E. Johnson of Washington.

IRE Holds Meeting

THE TENTH annual convention of the Institute of Radio Engineers was held July 1-3 at the Hotel Statler, Detroit, with a number of papers being read which were of interest to broadcasters. Among them were: "Design and Equipment of 50 kw. Station for WOR" by J. R. Poppele, chief engineer of WOR, and F. W. Cunningham and A. W. Kishpaugh, Bell laboratories; "A Study of Radio Field Intensity vs. Distance Characteristics of a High Vertical Radiator at 1080 kc." by S. S. Kirby, National Bureau of Standards. The Medal of Honor was bestowed on Balth. Van der Pol. Jr., of Eindhoven, Holland, and the Morris Liebmann Memorial Prize was awarded to F. B. Llewellyn, engineer.

Tallest U. S. Tower

STANDING one foot taller than the Washington Monument, the new 556-foot steel tower just completed for KGHL, Billings, Mont., is said by its builder to be the tallest self-supporting mast used by any American broadcasting station. KGHL built the mast to operate on 780 kc., with 1,000 watts night. Truscon Steel Co., Youngstown, O., built the tower, and it was installed under the direction of Jeff Kiichli, KGHL chief engineer.

San Diego Staff Named

APPOINTMENT of the technical staff for the San Diego exposition has been completed by C. C. Langevin, with the personnel including W. T. Brown, Harry Keith, Bill Dallin, Charles Phillips, Charles Douglas and Bob Conroy. The radio department of the exposition now includes, in addition, Bob Colison, formerly of WOR, announcer, and Charles Mahan, relief announcer; William Fritz, maintenance; Nellie Guenart, formerly of KGB, San Diego, office secretary.

Vernon C. Judge

VERNON C. JUDGE, 29, assistant manager of the NBC guest tours department, Radio City, died July 4 from heart failure while swimming at Betterton, Md. He was a graduate of Colgate University and Harvard Business School. At the time of his death he was spending a vacation at the Chesapeake resort and was to have returned to work July 15. Surviving are his widow and parents.

again, a gain!

FIRST 6 MONTHS 1935 **249,480 LINES**

FIRST 6 MONTHS 1934 **147,224 LINES**

FIRST 6 MONTHS 1933 **95,537 LINES**

FIRST 6 MONTHS 1932 **86,548 LINES**

Amazing! spectacular! phenomenal!

That's what we hear from others about lineage increases since we began publication Oct. 15, 1931, less than four years ago. It isn't so remarkable, however to advertising agencies and radio executives, because they know their business and they know that BROADCASTING is the medium which they read for RADIO NEWS.

Nor is it a phenomenon to the long list of station executives who have consistently renewed their advertising contracts. They know, because they have gotten RESULTS, and are continuing to get them, from their space in BROADCASTING.

Thorough coverage of all radio news worth printing has won our faithful readership (92% renewal subscriptions) and has been responsible for our steady, consistent gains in advertising lineage

BROADCASTING

combined with

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D.C.

A CHAIN LETTER That Brought a Number of New Sponsors for WRC

RIDING on the crest of the interest in chain letters, NBC's Washington office sent out a letter to some 600 advertising prospects of WRC, describing an "NBC Prosperity Plan". The chain letter brought a 3% response and several sponsors were obtained as a result.

The letter, addressed "Dear Friend", promised that if its instructions were followed there would be no trouble with postal authorities. It continued: "Any one of the last five people on this list will be glad to tell you personally about a plan which has brought prosperity to scores of Washington business firms."

The five names on the list were members of the WRC sales staff. A card was inserted with a silver "NBC Prosperity Plan" label simulating a coin.

Player Piano

WFIL, Philadelphia, on July 1 started a daily 10-minute evening feature devoted to ancient player-piano rolls. Names of those who send old rolls to the station are announced when their tunes are played. The idea originated with Don Withycomb, WFIL general manager.

Crusaders Enlarge Net

THE CRUSADERS, New York, sponsoring a quarter-hour program over Mutual and WIND, WGAR and WAAB, on July 8 expanded its network to include seven Yankee Network stations. Programs originate in the summer home of Fred G. Clark, national commander, in Mentor, O., and are keyed through WGAR. The first program is heard over WOR, WIND and WXYZ at 8:45 p. m., with rebroadcast to the other stations at 10 p. m.

Insurer of Autos Expanding Rapidly With Use of Radio

Thrice-weekly Program Brings New Clients, Holds Old Ones

IN THE statement "last year was the biggest in the history of our company" lies the answer of G. Leroy Schnell, sales manager of State Automobile Mutual Insurance Co., to its use of radio as an advertising medium.

With broadcasting as the keystone of an aggressive sales campaign during the last year, the company's records for 1934 show an average monthly gain in premium income of more than 20% over the year previous and a record of more automobiles insured than at any other time in the organization's history. The company uses WLW, Cincinnati.

Mr. Pein

"First of all, however," declared Mr. Schnell, "credit for this remarkably successful year must go to Robert Pein, our general manager. It was his vision in those trying days during the depression that enabled him to see the possibilities of an increased advertising and promotional effort—a campaign in which radio would play a leading part. Under his guidance our company has taken a forward step that has led it into heights never before attained—all of this at a time when other companies were merely trying to hold their own."

Rapid Growth

THE STATE Automobile Mutual Insurance Company has enjoyed a phenomenal growth since its organization in 1921. Each year it has substantially increased its assets, reserves and surplus and greatly broadened its circle of policyholders. At the same time it has steadily improved its claim service as conditions change over the territories. At this time the company has more than 1,000 exclusive agents scattered throughout 11 states.

This company, according to Mr. Schnell, determined to enlist the aid of WLW in the fall of 1933 in a campaign designed to accomplish three ends: 1—to hold policyholders now on its books, to keep them renewing their policies; 2—to influence prospective purchasers of automobile insurance to buy "State"; 3—to keep fresh information and sales stories before its agents that they might be more effective in converting interviews into sales.

"How well these objectives have been met," Mr. Schnell added, "and how much value our WLW series has been can well be evidenced in the fact that after more than one year on the air, three programs per week are still eminating from the WLW studios telling of the merits of 'State' Insurance."

Sales Meetings

"STATE'S" unique radio merchandising campaign has been supported by an aggressive direct-by-mail advertising program in which, to date, more than two-and-a-half million pieces of literature have been used. The series is further promoted through frequent sales meetings in various territories, advertisements in local newspapers, the official company publication *The Pein Tree*, etc.

"State's" *Unbroken Melodies* series over WLW features the State Orchestra, the State Male Quartet and Mixed Chorus. "State's" message to the radio audience is presented in dramatized form by popular artists headed by "The State's Man".

Local Retailers' Discs

RAYMOND R. MORGAN Co., Hollywood agency, is placing the *Strange As It Seems* series on 15 West Coast stations for local retailers. The series formerly was sponsored on 12 Don Lee-CBS stations by Gilmore Oil Co., Los Angeles. Gilmore retains its two weekly quarter-hour programs on the network.

For Sale!

a real program . . . .
on a real station . . . .
in a real territory . . . .

Here is the first published offering of a sustaining program with more than a year's record of increasing popularity.

We call it

The WEEI Get-Together

It features seven of our outstanding New England radio personalities including the master "song and cheer leader"—Bobby Banks.

It has stacks of mail—much of it from people who claim that it is the best program and the only one of its kind on the air.

It has a merchandising "tie-in" ready and waiting that should bring box-tops by the thousands—if it's box-tops you want.

It carries a "live audience" which participates in the program. It is an evening program—a family program—REASONABLE in cost—POTENT with possibilities.

If you're interested—write, wire or 'phone for complete details to

Station WEEI, Boston

182 Tremont Street

Flash

31

LEADING RADIO STATIONS

can't be wrong

in selecting—

LATE FLASH!

4 More for I. N. S.

WLW	CINCINNATI
WSAI	CINCINNATI
WCKY	CINCINNATI
WDGY	MINNEAPOLIS

INTERNATIONAL NEWS SERVICE

WBBM	CHICAGO
WJR	DETROIT
WGAR	CLEVELAND
WBAL	BALTIMORE
WCAE	PITTSBURGH
WFIL	PHILADELPHIA

especially when the number includes:

These outstanding radio broadcasting stations have contracted for the I.N.S. daily news report since it was first announced that this speedy, accurate and reliable world-wide news coverage was available for broadcasters. More stations are joining this imposing list every day after investigation of I.N.S. facilities.

I.N.S. offers three types of news service to broadcasting stations as follows:

(1) A full daily leased wire service delivered by printer-machines installed in your studio.

(2) Limited news service from the nearest I.N.S. Bureau via teletypewriter.

(3) Carbon copy of leased wire report delivered from the nearest I.N.S. Bureau by messenger or special arrangement.

For information about I.N.S. radio station service write or wire

International News Service

235 East 45th Street, New York City

WAAB	BOSTON
WNAC	BOSTON
WINS	NEW YORK
WISN	MILWAUKEE
WGST	ATLANTA
KYA	SAN FRANCISCO
WMAS	SPRINGFIELD, MASS.
WABY	ALBANY
WHBU	ANDERSON
WRDO	AUGUSTA
WFBM	INDIANAPOLIS
WMBR	JACKSONVILLE
WDRC	HARTFORD
WLBZ	BANGOR
WICC	BRIDGEPORT
WLLH	LOWELL
WFEA	MANCHESTER
KEX-KGW	PORTLAND, ORE.
KOIN-KALE	PORTLAND, ORE.
WLBC	MUNCIE
WEAN	PROVIDENCE
WORC	WORCESTER
WBOW	TERRE HAUTE
WATR	WATERBURY
WNBH	NEW BEDFORD

Ideas on Merchandising

Elaborate Esso Program—Dollar Bills by the Bushel—Their Pet Scheme—Horses, Horses, Horses

THE new *Esso Marketers* program, sponsored by Standard Oil Co. of New Jersey, featuring the Guy Lombardo orchestra got off to a ceremonious start on CBS July 8 with the usual welcome to the studio audience and the cutting of the traditional tape to begin the program. The highlight was the untried method of singing the commercial which the studio audience liked. About six persons take part in the announcement.

An intensive merchandising campaign has been started, under the direction of Marschalk & Pratt Inc., New York, the agency. In the CBS Playhouse, a modernistic stage setup is used and dealer tie-ups for promotion include window posters, telephone collars, and a chain letter.

The 30,000 Esso dealers are asked to telephone customers, as well as to inform them when receiving service, about the program. Each of the 100,000 employes was invited to start a chain letter, using packages of colored cartoons on postcards, the cartoons having been drawn by prominent illustrators. Some 500,000 of these cards were distributed, and each employee was expected to invite five of his friends to write the names of five of their friends on the cards, which direct attention to the oil company's network broadcast.

Spotlight advertisements were used in 49 newspapers. High Standard Oil executives received a letter signed by Guy Lombardo and an autographed photograph of the orchestra.

* * *

AN American-Bosch radio is being given away each week in connection with a unique quarter-hour program daily over KGW, Portland, Ore. The program features a limerick contest in which the contestants add a new last line to an already completed limerick. The winner each week has choice of either a consolet model radio or a car radio. The program is sponsored by Allyn's Dyeing and Cleaning Establishment, Portland. Included in the quarter-hour program of organ music is a brief dramatic skit in which characters are introduced to Allyn's limerick contest. Another feature is the fact that it has only one short commercial announcement.

As a special inducement to enter the contest the sponsor is giving each contestant a unique little book of horoscopes entitled, "Fortunes in the Stars", which costs the sponsor less than 10 cents each. The program is for eight weeks, through Adolph L. Bloch Adv. Agency, Portland.

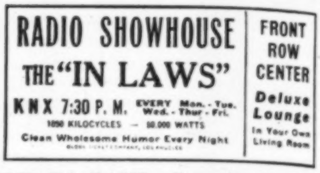
IN A WEEKLY serial about five stage-struck youngsters who turn an old barn into a theatre, WEBC, Superior, Wis., and Constans Drive-In Food Shop have found the answer to putting across a unique selling message. Located in downtown Duluth, the grocery store furnishes space to "drive-in" and park. The Children's Theatre of Duluth produces the 15-minute air drama. Members of the cast, from seven years in age and up, find their radio work exciting and good training. Aired at 8:15, near the children's bedtime hour, yet when the parental ear is likely to be turned toward radio, the program has proved an effective builder-upper of good will.

* * *

HALL BAKING Co., Buffalo, participating on WGR's *Musical Clock*, ties in its program with its 194 house-to-house horse-drawn trucks. In a single week, "Hall Baker No. 195" on the program sold 20,068 cakes through the 194 drivers, whose interest is stimulated by weekly sales prices. Winning drivers are congratulated on the program by Clinton Buehlman, master of ceremonies, building up personal interest between customers and drivers. Hall Baking Co. is a subsidiary of Continental Baking Co.

* * *

MORE than 60,000 listeners to *Town Hall Tonight*, sponsored on 20 NBC-WEAF stations by Bristol-Myers Co., New York, wrote down a sentence about Sal Hepatica, dictated by Tiny Ruffner during a recent program, and received in return a photograph of Fred Allen.



RADIO SHOWHOUSE
THE "IN LAWS"
KNX 7:30 P. M. EVERY Mon. - Tue. Wed. - Thur - Fri.
1050 KILOCYCLES — 50,000 WATTS
Clean Wholesome Humor Every Night

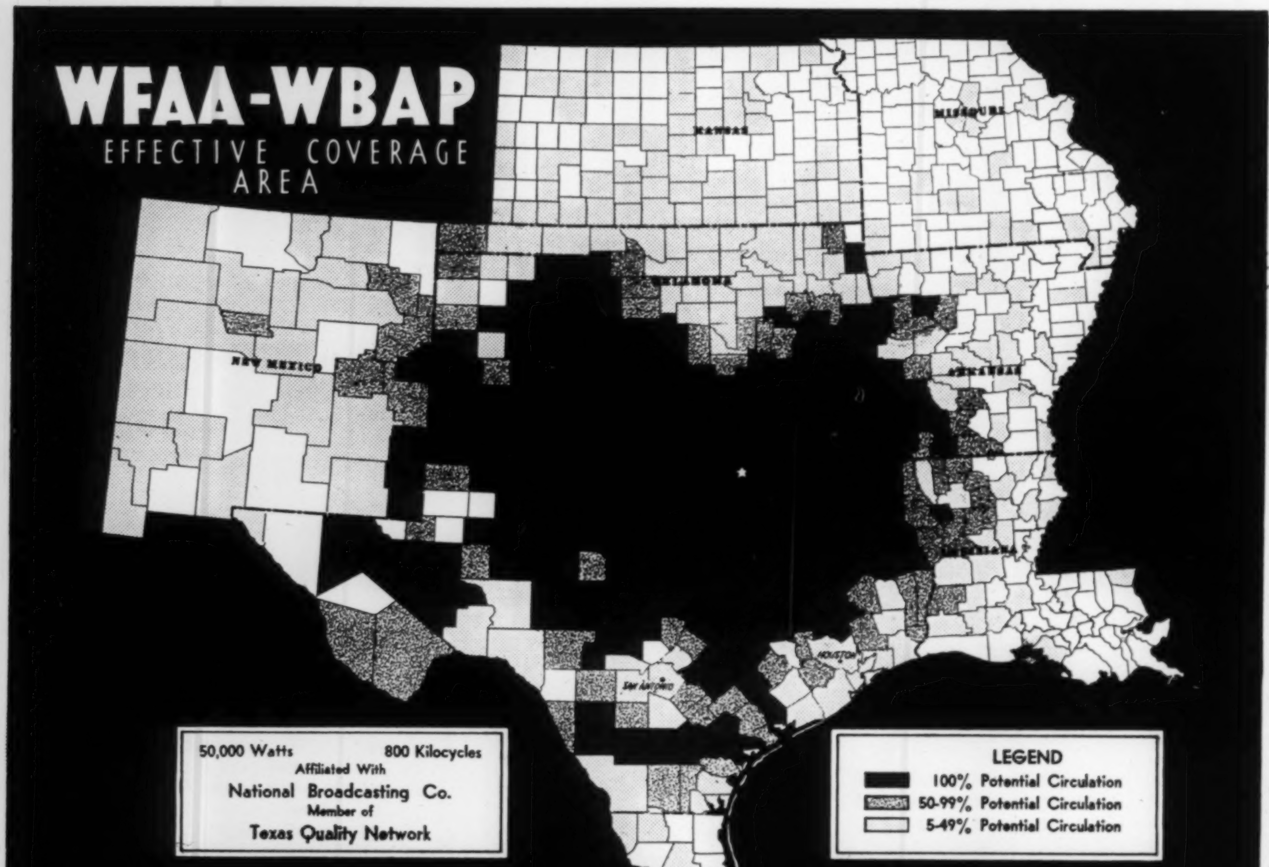
FRONT ROW CENTER
Deluxe Lounge
In Your Own Living Room

TIP TO FANS—Congoin Co., Los Angeles, distributes flocks of these tickets to promote its program on KNX, Los Angeles.

CONGOIN Co., Los Angeles (health beverage) has been receiving a bushel basket of dimes a day from listeners to its *In-Laws* program on KNX, Los Angeles, who send the money with a box top from a Congoin package for the sponsor's Shafter's Almanac, done in burlesque. The program has brought in more than 50,000 dollar bills in 11 months on the air. Requests for the almanac, with the dimes included, average better than 2,000 daily. The company plans to transcribe its program, which may be used in its spot campaign on some 110 stations.

* * *

DR. W. J. ROSS Co., Los Alamitos Cal. (pet food), in June staged a pet parade as part of its program on KFOX, Long Beach. The program over that station is announced by Eddie Marble with a "Be Kind to Animals Radio Club". Membership requires a label from a Ross can. Entries were not limited to dogs and cats, including turtles, goats and one snake. Seven hundred pets were entered.



WFAA-WBAP
EFFECTIVE COVERAGE AREA

50,000 Watts 800 Kilocycles
Affiliated With
National Broadcasting Co.
Member of
Texas Quality Network

LEGEND
■ 100% Potential Circulation
▨ 50-99% Potential Circulation
☐ 5-49% Potential Circulation

A Potential Circulation of
807,302 RADIO HOMES
in America's Fastest Growing Market.
·WFAA· Dallas
·WBAP· Ft. Worth
Edw. Petry & Co. Nat'l Rep.

THE LICENCE PLATE SAYS "OHIO" BUT . .

their Gas and Oil are bought in New England

There is nothing surprising in this situation. Gas and oil are bought where a car is operated—not where it is registered. And because New England is within easy motoring distance of 72% of the country's population, some 3,000,000 visit it during the summer months. They spend over $500,000,000 in New England for recreational needs.

Naturally, most of these people have a radio. Naturally, too, most of them listen to WTIC.

A summer program over WTIC offers a unique opportunity to secure bonus coverage at no extra cost. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area; (Jansky & Bailey Survey figures). And a guest audience of many hundreds of thousands more. All with purchasing power far above average.

Talent is available at WTIC for the skilful staging of any type of program. Full particulars on request.

over 1,000,000 visitors from outside of the state will attend the Connecticut Tercentenary Exercises this Summer

WTIC

50,000 WATTS

HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

World Conference Called On Broadcast Problems

BROADCASTING organizations of all countries have been invited by the International Broadcasting Union, which recently met in Warsaw, to a preliminary Intercontinental conference at Paris in 1936 at which technical, legal and artistic problems will be discussed. The Union estimates the world radio audience at 200 million.

M. Maurice Rambert, of Switzerland, one of the founders of the Union in 1925, was named president to succeed Sir Charles Carpendale, of BBC, who had been president since its creation. Other new officers are: vice presidents Dr. K. von Boeckmann, Germany; M. Sigismond Chamiec, Poland; M. Gustav Reutersward, Sweden. M. M. Pellenc, France, continues as a vice president.

EDUCATOR BISCUIT Co., Cambridge, Mass., is now using spots on 15 stations, placed through John W. Queen, Boston agency.

Greeting to Colorado

CAPT. THOMAS F. D'ARCY, newly inducted leader of the U. S. Army Band, sent a musical greeting to Arthur (Globe Trotter) Reilly, news commentator of the *Washington Herald*, who attended the NAB convention as a Hearst reporter. Mr. Reilly is the guest announcer on the regular Monday band feature over the NBC-WJZ network, and the band played the "Globe Trotter March", dedicated to the news broadcaster by the late Maj. R. J. Hermandez. The broadcast was picked up in the hotel, and was listened to by a party comprising Chairman Prall and Secretary Pettey of the FCC; Donald Flamm, WMCA; Ray Linton, Chicago station representative, and Inspector Hiser of the FCC Field Office in Denver.

FAIRFIELD MARYLAND DAIRY Co., Baltimore, and Rieck-McJunkin Dairy Co., Pittsburgh, National Dairy Products subsidiaries, are using spot announcement six days weekly. N. W. Ayer & Son, Philadelphia, is the agency.

Hearing Continued In WLWL Petition

FCC Hears Evidence Two Days Then Recesses to Oct. 24

AFTER two days during which WLWL, New York, presented only a portion of its case, the hearing on the petition of the Paulist station for a sweeping realignment which would net it full-time operation in New York, was deferred until Oct. 24. Agreement was reached by the dozen participating counsel that the case should be deferred because the intervening July 4 holiday and Broadcast Division duties would not permit continuance on consecutive days.

The recess came after the Paulists had presented several witnesses in support of their petition for the shifting of nine stations on five clear channels, two of which would be broken down to accomplish the result sought by WLWL. Several witnesses appeared for the Paulist station, led by Father John B. Harney, Superior of the Society of St. Paul the Apostle.

Of deep interest to the industry because of its political background, and because granting of the petition would mean violation of a half dozen established rules and regulations, the case hardly got under way when the postponement came. The possibility exists that the hearing may not resume in the fall, particularly if WLWL should decide to withdraw its petition.

Programs Reproduced

FATHER HARNEY, first to take the stand, was given free reign, over the objection of opposing counsel, to put into the record testimony covering all aspects of the WLWL campaign to increase its operating position from the equivalent of two hours a day to full time. Several times opposing counsel played recordings of programs of WLWL to support their contentions that the programs broadcast by WLWL were not in the public interest.

Vigorous opposition to the Paulist petition came from the city of New York, which operates WNYC, and which would be given an inferior assignment under the shift. The cross-examination on behalf of the city by Herman McCarthy, young attorney on the staff of Mayor LaGuardia, was particularly rigorous.

Appearing in opposition to the Harney position, in addition to WNYC, were WWL, New Orleans, operated by Loyola University, Jesuit School; WFAA and WBAP, Dallas-Fort Worth; WHAS, Louisville, and WOV, New York. They will offer their cases in opposition when and if the hearing is resumed in October.

During the Paulist testimony, Mr. McCarthy several times inquired into the commercial operation of WLWL. He asked particularly about the activities in WLWL's behalf of James Kiernan, described as its commercial representative, and demanded his appearance. He also alluded to Michael Flynn, labor lobbyist, implying that both Kiernan and Flynn had been instrumental in lobbying in Congress in an effort to force action favoring WLWL.

The array of counsel included Swager Sherley, former chairman of the House Appropriations Committee, for WHAS; Paul M. Segal, for WWL; Ben Fisher for WFAA and WBAP, and Horace Lohnes, for WOV. George O. Sutton was counsel for WLWL.

A new party to the Paulist case was admitted July 2 by the FCC when the Broadcast Division granted the motion of J. David Stern, publisher of the *New York Post* and *Philadelphia Inquirer* to reinstate his application for the facilities of WNYC on the 810 kc. channel. He was also granted leave to participate in the hearing when it is resumed in October.

NINETEEN announcers and technicians had to be used for an NBC broadcast June 16 from the new San Francisco Bay bridge. This is said to be a record for a single remote.

UNITED DISTILLERS of America Ltd., Chicago, is using spot radio in its current campaign in nine Midwest states.

Your article, "A Fable of Three Stations and One City" was a dandy, Mr. Midgley!*

It surely created plenty of comment and after we discussed your article pro and con we checked WHIO. Here's what we found:

(1) WHIO was one of the first to order new RCA Victor 70-A Transcription Tables to insure true high fidelity performance.

(2) Field intensity survey map available.

(3) Local loyalty won through: "Pop Dayton Community Program", each broadcast allotted to a different service organization; Morning devotions—15-minutes daily directed by Dayton Council of Churches; baseball games, home and on the road; 4-H Club programs; Dayton Symphony Orchestra; District Basketball Games, etc.

(4) Complete news coverage by three press services.

(5) No announcements during evening hours.

(6) Affiliation with *The Dayton Daily News, The Springfield News and Sun* assures program publicity and merchandising assistance.

(7) Window display space available without charge to program advertisers.

These are some of the reasons, Mr. Midgley, why there is a new radio favorite among advertisers in Ohio—WHIO.

*July 1, 1935, BROADCASTING

RESULTS!

A Finance Organization—"We are pleased to renew our contract. We have found this medium of advertising to be very beneficial in increasing our loan business . . . appreciate your co-operation . . ."

Auto Supply Store — "We derived definite and concrete results at the first real test . . ."

More? We have them!

"Amos 'n' Andy" start July 15 on WHIO

WHIO DAYTON DAILY NEWS DAYTON OHIO

BASIC NBC RED NETWORK

MIAMI VALLEY BROADCASTING CORP.

39 South Ludlow Street, Dayton, Ohio

HIT 'EM WHERE THEY *Ain't*

That's baseball strategy. But baseball isn't advertising. Yet, it's easy to make advertising errors.

In advertising your station, you want to SMACK the old SALES APPLE into the MITTS of your prospects. That's what some 200 progressive stations have been doing through use of display space in BROADCASTING. They are BATTING A THOUSAND too, in results, as evidenced by consistent renewals of contracts.

In BROADCASTING, you can't HIT 'EM WHERE THEY AIN'T, because it is a 100% broadcasting trade paper. There's no waste distribution to the legions in the advertising trade who never have and probably never will have a say about spending a dollar in radio.

We're sure you'll pardon us for saying that BROADCASTING is the outstanding all-around performer for the station that wants recognition and identity where it counts. We recommend that you HIT 'EM WHERE THEY ARE!

BROADCASTING

Broadcast
Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Higher Ethics Aiding Radio, Says Kesten

(Continued from page 20)

778,244 new customers to his filling stations—apart from as many more regular customers who asked for the radio souvenir. Better still, those 778,000 new customers—motorists who had been using other brands of gasoline, bought 5,447,620 gallons of our client's gasoline. Apart from increased sales to old users, he sold $14.00 worth of gasoline to new customers for every dollar's worth of expenditure in radio facilities.

"And here is the point of that story—this client, too, stayed within 10% limits in the length of his commercial announcements.

"Let's have some more facts: Sayre Ramsdell, vice president of Philco Radio, advertised certain items in the Philco line exclusively on his Columbia program and watched sales carefully as a check on the effectiveness of his broadcasting. He generously reported to us a 300% gain in sales in which no advertising but radio had played any part. An analysis of that program showed that it, too, used less than 10% of its time for sales talk.

"Or let's turn to the public record and use the same yardstick. In 1930 and 1931 Chesterfield was a poor third in sales among the leading brands of cigarettes. In 1932 it began using radio and began closing that gap. In 1933 it became the second largest radio user in the industry (although its total advertising expenditures decreased) and moved up into second place. In 1934 Chesterfield was the largest user of radio time in the cigarette field — and climbed right on up into first place.

"How strong a part Chesterfield's broadcasting over the Columbia network played in this forward march can be judged from the following fact: Chesterfield spent only 6½% more in advertising in 1934 (*including* radio) than it spent in 1931 (*without* radio). Yet in 1934 it sold 40% more cigaretts—and was in first place in sales among the big three instead of last. As you may suspect, the moral of that story is the same,—Chesterfield has consistently used less than 10% of its program time for sales talk.

"The most exhaustive study of the case histories in radio broadcasting points more and more toward one important conclusion—it is the skill, the sincerity, the credibility of the commercial announcements — it is not their length—which make for spectacular advertising results from this spectacular and prolific medium.

Cop to the Rescue

WHEN Bernard Cook, remote control engineer of WSAI, Cincinnati, stepped on the gas to make a Traffic Court broadcast recently, a traffic cop stopped him and began the usual lecture. After hearing Cook excitedly narrate his predicament, the officer relented and provided a one-man police escort through the crowded traffic.

"We believe that our new policy restricting the length of commercial announcements will have these several effects on radio advertising: It will point the way toward a more skilfull, and consequently still more effective, use of the medium. It will reward the creative craft of the advertising writer and program builder. It will reward the many advertisers who, of their own choice, have stayed within these limits in their commercial announcements by allowing no other advertiser to precede them on the air with tiresome and overlong commercials which invite twisting of the dial or snapping of the switch. Those of you who contribute to the building of the radio programs will know that the 10% limits which Columbia has established are strict enough to bar offenders but are liberal enough to permit every competent advertising man to do a rounded, forceful, effective job in behalf of his client.

Words and More Words

"FOR THOSE of you who are not technically familiar with broadcasting these few figures may be interesting: The average announcer reading average material at a normal and unhurried rate of speech delivers about 165 words a minute. In actual timing of actual scripts on the air the rate of speech has been as high as 200 to 205 words per minute without unpleasant haste. Above that the machine-gun announcers have barked their story as rapidly as 250 words or more per minute.

"But let's go back to 165—which is about the rate of speech at which you might read aloud from your morning newspaper at the breakfast table (if, of course, you are at all apt to read aloud from your morning newspaper at the breakfast table). At that rate, and under our new limits, a 15-minute program could contain 357 words of advertising. At 175 words a minute it could contain 380 words. And here is an interesting comparison, the average number of words in all the full page ads in a recent issue of the *Saturday Evening Post* and all the full page ads in *Colliers* was exactly 369 words per page. Thus even the smallest unit of time which is sold on the Columbia network has room for the average full-page advertising story addressed to a potential audience of over 21,000,000 radio homes.

"I hope I have said enough to assure you that the third of our new policies, far from limiting the effectiveness of radio broadcasting, points rather toward its more effective use on individual programs and its more effective use by all advertisers, collectively, by enhancing still further its public acceptance.

"Having done all this predicting, I hope you will forgive me for making one final prediction. I should like to try my hand at predicting the effect of these policies on Columbia as a network. I think its moral effect upon us has been very good and will be very good. Prompted by a sense of our responsibility, these new policies, in their very shaping and adoption, have given us a new awareness of those responsibilities, both to our clients and to the public. In terms of audience loyalty, we believe these new policies will win the gratitude and thoughtful approval of more and more millions of radio listeners.

"We are sensitive of the high esteem which this move has won from leaders of public life and public thought. And if I may combine abstract prediction with tangible and bullish news I'm happy to tell you that in spite of our exclusion of various kinds of advertising—or perhaps because of it—we are beginning the largest summer broadcasting schedule in the history of the Columbia network and actual commitments for fall already exceed the largest demand for Columbia network time which we have ever had in the past."

CONFIDENCE
125 LOCAL ADVERTISERS USE

KFRO
VOICE OF LONGVIEW

Why not you?
KFRO
"Voice of Longview"
Longview, Texas

Smiles a Foot Wide in NEBRASKA

WHY?

First — good old-fashioned, million-dollar RAINS . . . the kind that soak clear down into the subsoil and make crops "hum!"

Second — prices are UP!

Third — millions in Government loans and projects, nearly $9,000,000.00 in one county, alone.

GET YOUR SHARE

Spot Radio Advertising is one of your best bets. Reach thousands, more effectively, at slight cost. Very flexible—cover the state, or any section. For ample proof of quick, profitable results, write to the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW
Omaha, Nebr.
KOIL
Omaha, Nebr. and Co. Bluffs, Ia.
KFAB
Omaha, Nebr. and Lincoln, Nebr.
KFOR
Lincoln, Nebr.
WJAG
Norfolk, Nebr.
KGBZ
York, Nebr.
KMMJ
Clay Center, Nebr
KGFW
Kearney, Nebr.
KGNF
North Platte, Nebr.

WAPI 5000 WATTS CLEAR CHANNEL
FIRST IN ALABAMA

WAPI, Alabama's most powerful radio station . . . with cleared channel plus listener loyalty . . . makes it your logical choice for radio results in Alabama.

BASCOM HOPSON, *President*

WAPI BROADCASTING CORPORATION
5000 WATTS
N·B·C NETWORK
BIRMINGHAM ALABAMA

MODERN RADIO MERCHANDISING

Intimate Knowledge of Client and Products Advised; Need of Properly Publicizing Programs

By **LLOYD G. VENARD**

Sales Promotion Manager
WGAR, Cleveland

Mr. Venard

IN THESE days of intensive competition between programs, between stations themselves, between media, and even between nonrelated manufacturers who are attempting to woo the identical dollar in the hands of consumers, it is difficult to draw a distinct line that differentiates the sales promotion activities of a radio station and the merchandising methods used to promote individual programs. Perhaps it is safe to say that sales promotion is the general policy of strengthening the relations of the station with prospective clients, while merchandising is directed sales promotion, designed to benefit one particular advertiser already broadcasting. Sales promotion is general; merchandising is specific.

The term merchandising implies a knowledge of merchandise and selling methods, from the time the raw product enters the factory until it is in the consumers home, when radio has accomplished the ultimate. Repeat purchases rest entirely upon performance, so we must assume that the product will in itself create repeat business.

Successful Marketing

BUT RADIO executives should be able to tell the maker of a quality item many things whose chief concern exists before the program is ready for the air. For instance, a manufacturer of an eye lotion, tested for years in a limited sphere, suddenly found that he had the capital to market his successful product over greater territory. Up to this time money came into the business, the eye lotion was sold by optometrists whose personal salesmanship and authority enabled them to convince the consumer that it was a good lotion.

But the eye lotion was priced at 75 cents. When it was introduced to the drug trade on the strength of the proposed radio campaign it was stocked reluctantly. With some consumer demand in the city of a million, the druggists felt they were safe in small stocks, but they ordered in minimum quantity. The program went on the air; it pulled mail well, an indication that the talent was right. Yet the eye lotion failed to move off the druggists' shelves. Why? Because 87% of all eye lotions that really move sell for less than 50 cents.

The mistake was not in the quality of the product, nor in the program. It was one of pricing, and that fact should have been driven home to the manufacturer, who has lost his faith in radio and all other advertising. A little merchandising research on the part of the station might have saved this account for radio.

Here's an example of merchandising knowledge that made a radio advertiser for a group of stations. The radio salesman found a drug item manufacturer who had been selling his product for 15 cents by mail. Success over a few years invited expansion into the retail market. But the salesman knew that ninety-three sales out of a hundred in that particular field sold at 10 cents. He advised a change of price, a smaller package, and a slightly larger margin. A good program went on the air; sales to chains and wholesalers were pushed; retailers were detailed. This product still uses radio because the merchandising is right, and the program is right.

Such knowledge on the part of radio salesmen will be required in the future as competition increases. Radio stations should be merchandising guides as well as program producers. The salesman should know by actual experience and contacts whether the chains in his city refuse to redeem cards, or whether they encourage redemption if the factory makes special offers good at retailers upon presentation of a manufacturers' courtesy card. He should know what items are weak in his market, and what chains are looking for replacements. In short, merchandising begins with a study of everchanging markets.

The larger agencies are able to supply merchandising information, but the smaller ones cannot maintain this service. And thereon lies the stations' great opportunity. Even large agencies are glad to get merchandising facts from salesmen who know the market.

Personal Contacts

ONE SOURCE of trade information is, of course, the publications in each field. Another valuable source is active membership in local trade organizations. Right here is where the second phase of radio merchandising begins. Friendships formed in trade groups can be utilized when a new program starts; emphasis can be subtly placed on new programs. This should be done by personal contact as well as by letter. Every radio station knows the value of the broker's approval when a contract is under way.

Merchandising support of the program is then ready for the next step. When the campaign starts, the radio station can send the salesman on the account to the few important chains in every city, and then follow this with letters to the leading wholesalers. Even the retailer should get his notice on station stationery. The expense for this is small and is naturally borne by the advertiser. Salesmen for other media admit that letters from radio stations get first attention from dealers, and the National Broadcasting Company Survey proves this still further. Radio stations should cash in on this favorable condition.

Radio stations then are ready for the next phase of merchandising. Let them supply the agency and the principal with ideas for display stickers, news tie-ups where the program warrants the publicity, and messages in other media to call attention to the program.

It is a good idea for the station to book salesmen of their advertisers for meetings with the wholesaler sales groups. It is further a valuable contact if the radio station can send a representative to deliver a short story of the possibilities of the program to the manufacturers' own salesmen in the territory. Newspapers have done this for years, and they are still doing it today.

Should the account be one not sold through dealers, the radio salesman and the agency contact man can meet with the employes of the retail establishment spon-

(*Continued on page 63*)

Nearly 200 national and local advertisers* have found WJBO a profitable medium during 1935.

Why not you?

*(names on request)

For rates write

W J B O

Baton Rouge, La.

WJBO
THE BATON ROUGE
RADIO
STATION

225 Joplin Business Firms Can't Be Wrong!

THEY USE WMBH REGULARLY

We make no claims of covering the United States. All we do is render a real local service to a few counties down here in Southwest Missouri, Southeast Kansas, Northeast Oklahoma and Northwest Arkansas.

IT'S FUNNY—

But we seem to know the likes and dislikes of these folks down here.

YOU'RE WRONG AGAIN—

They don't all listen to the chains! How do we know? Well, we made it a point to find out. And we stand ready to prove it to anyone who is in doubt! There is a right smart of business down here for the concern that has the intestinal fortitude to go after it.

OH! YES—

There are more than half-a-million people in this territory—97 per cent local born and white clear through.

THE JOPLIN BROADCASTING CO.

Owners and Operators of

WMBH

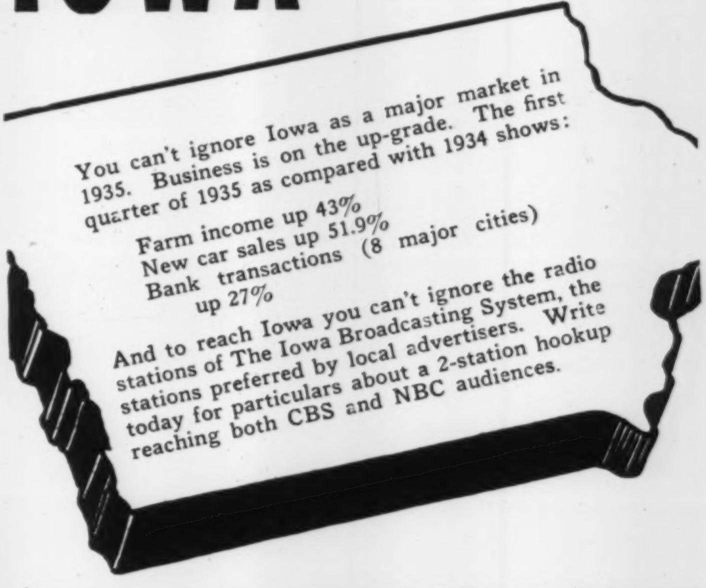
Joplin, Mo.

"At the Crossroads of America"

1420 kc — 250 w Day — 100 w Nite

You Can't Ignore

IOWA



You can't ignore Iowa as a major market in 1935. Business is on the up-grade. The first quarter of 1935 as compared with 1934 shows:

Farm income up 43%
New car sales up 51.9%
Bank transactions (8 major cities) up 27%

And to reach Iowa you can't ignore the radio stations of The Iowa Broadcasting System, the stations preferred by local advertisers. Write today for particulars about a 2-station hookup reaching both CBS and NBC audiences.

THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune

KRNT CBS Basic, Des Moines
WMT Basic Blue, Cedar Rapids-Waterloo
KSO Basic Blue, Des Moines

Representatives: JOHN BLAIR & CO., New York, Detroit, Chicago, San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

National Association of Master Plumbers, Chicago, 6 *sa*, thru Charles Daniel Frey Co., Chicago.

Keystone Steel & Wire Co., Peoria, Ill. (Red Brand fences), weekly *sp*, thru Rogers & Smith, Chicago.

Educator Biscuit Co., Chicago, 39 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

Rapinwax Co., St. Paul (waxed paper), 39 *sp*, thru Erwin, Wasey & Co. Inc., Minneapolis.

Acme Mfg. Co., Forest Park, Ill. (pig feed), 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

Harrington Hotel, Washington, 4 *sa*, thru Romer Adv. Service, Washington.

Hemphill Diesel Schools, Chicago (instruction), 1 *t*, thru R. H. Alber Co., Los Angeles.

Sterling Casualty Insurance Co., Chicago, 6 *sp*, thru First United Broadcasters, Chicago.

Nacor Medicine Co., Indianapolis (asthma remedy), 30 *sp*, thru Neisser-Meyerhoff Inc., Chicago.

WHAM, Rochester, N. Y.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Bunte Bros., Chicago (candy), 3 weekly *sa*, thru A. T. Sears & Sons, Chicago.

Greyhound Management Inc., Cleveland (bus lines), weekly *ta*, thru Beaumont & Hohman Inc., Cleveland.

Chrysler Sales Corp., Detroit (Dodge, Plymouth, autos), *ta* one year, thru J. Stirling Getchell Inc., N. Y.

KFRC, San Francisco

Pontiac Motor Co., Pontiac, Mich. (autos), 6 weekly *ta*, thru Campbell-Ewald Co., Detroit.

Horlick Malted Milk Corp., Racine, Wis. (malted milk), 2 weekly *t*, thru Lord & Thomas, Chicago.

Lyon Van & Storage Co., Los Angeles (drayage), weekly *t*, thru Charles H. Mayne Co., Los Angeles.

California-Florida Co., Los Angeles (orangeade) 12 weekly *sa*, thru Dan B. Miner Co., Los Angeles.

KGVO, Missoula, Mont.

Ford Dealers of America, Missoula branch (autos), 6 weekly *sa*, thru McCann-Erickson Inc., Seattle.

Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

Northern Pacific Ry. Co., St. Paul, 3 *sa*, thru Luther P. Weaver, St. Paul.

WENR, Chicago

Omega Chemical Co., Brooklyn (Omega oil), 175 *sa*, thru Husband and Thomas Co. Inc., New York.

Procter & Gamble Co., Cincinnati (Drene shampoo), 52 *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WMCA, New York

C. H. McAleer Co., Detroit (auto polish), 5 weekly *sa*, thru Maxon Inc., Detroit.

W9XBY, Kansas City

Congoin Co., Los Angeles (health beverage), 7 weekly *sp*, thru Lockwood-Shackelford Co., Los Angeles.

WEAF, New York

Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), 5 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Waitt & Bond, Newark (Blackstone cigars), 5 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Pro-Ker Laboratories Inc., New York (scalp normalizer), 2 weekly *sp*, thru Biow Co. Inc., N. Y.

Empire Gold Buying Service, New York, weekly *sp*, thru Friend Adv. Agency, N. Y.

I. J. Fox Inc., New York (furs), 2 weekly *sp*, thru Peck Adv. Agency, N. Y.

KGEZ, Kalispell, Mont.

Associated Oil Co., San Francisco (Flying A Gasoline), 2 weekly *t*, thru Lord & Thomas, San Francisco.

Texas Co., New York (Texaco products), 6 *sp*, thru Hanff-Metzger Inc., N. Y.

Western Blower Co., Seattle (air conditioning), 26 *sa*, direct.

Western Furnaces Inc., Tacoma, 26 *sa*, direct.

Bass-Heuter Paint Co., San Francisco, 312 *sa*, direct.

WOR, Newark

Derris Inc., New York (insecticides, floor polish), 3 weekly *sp*, thru Paris & Peart, N. Y.

Alfred W. McCann Laboratories Inc., New York (food), 4 weekly *sp*, direct.

WDAY, Fargo, N. D.

F. C. Hayer Co., Minneapolis (Meadows washers), weekly *t*, direct.

Pen-Jel Co., Kansas City (powdered pectin), 20 *ta*, thru R. J. Potts & Co., Kansas City.

WABC, New York

National Oil Products Co. Inc., Harrison, N. J. (Admiracion shampoo), 4 weekly *sp*, thru Charles Dallas Reach Adv., Newark.

WJZ, New York

S. Gumpert Co. Inc., (dessert), weekly *sp*, thru Rose Martin Inc., N. Y.

KGO, San Francisco

Ball Brothers Co., Muncie, Ind. (Mason Jars), weekly *sp*, thru Applegate Adv. Agency, Muncie.

Pontiac Motor Co., Pontiac, Mich. (automobiles), 12 weekly *ta*, thru MacManus, John & Adams Inc., Detroit.

Orange Crush Co., Chicago, Ill. (beverage), 2 weekly *sp*, thru J. Walter Thompson Co., Chicago.

Ralston Purina Co. Inc., St. Louis (cereals & seeds), 3 weekly *t*, thru Gardner Adv. Co., St. Louis.

Nourishine Sales Co., Los Angeles (hair tonic), weekly *sp*, thru Hughes-Morton Inc., Los Angeles.

WGN, Chicago

Rit Products Co., Chicago (Koolex shaving cream), 26 *sp*, thru Earle Ludgin Inc., Chicago.

Affiliated Products Inc., Chicago (Edna Wallace Hopper Inc.), 170 *sp*, (Jocur wave set), 24 *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

Horlick's Malted Milk Corp., Racine, Wis. (malted milk), 45 *sp*, thru Lord & Thomas, Chicago.

Phillips Petroleum Co., Bartlesville, Okla. (gasoline and oil), 3 weekly *sp*, thru Lambert & Feasley, N. Y.

WCAE, Pittsburgh

Kroger Grocery & Baking Co., Cincinnati (retailers), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.

General Mills Inc., Minneapolis, weekly *t*, thru Knox Reeves Adv. Inc., Minneapolis.

Rieck-McJunkin Dairy Co., Pittsburgh (dairy products), 3 weekly *sa*, thru N. W. Ayer & Son Inc., Philadelphia.

Maryland Pharmaceutical Co., Baltimore (Rem), *sa* 52 weeks, thru Joseph Katz Co., Baltimore.

WJR, Detroit

Drug Trade Products, Chicago (Peruna, etc.), 12 weekly *t*, thru Benson & Dall Inc., Chicago.

WROK, Rockford, Ill.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WFAA-WBAP, Dallas-Ft. Worth

Pharma-Craft Corp. Inc., Louisville (Fresh cosmetics), 4 weekly *sa*, thru Advertisers Service, Louisville.

Gold Dust Corp., New York (Shinola), 5 weekly *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Kellogg Co., Battle Creek (cereal), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

Gulf Brewing Co., Houston (Grand Prize beer), 6 weekly *sa*, thru Rogers-Gano Adv. Agency, Boston.

Dorothy Perkins Co., St. Louis (cosmetics), 3 weekly *sa*, thru Ridgway Co., St. Louis.

New Mexico State Tourist Bureau, Albuquerque, 3 weekly *sa*, thru Ward Hicks Inc., Albuquerque.

Denver Convention & Tourist Bureau, Denver, 2 weekly *sa*, thru Conner Adv. Agency, Denver.

Dallas Chevrolet Dealers Ass'n, Dallas (autos), 7 weekly *sp*, direct.

Cardinal Laboratories, Chicago (White-way Shoe Cleaner), 3 weekly *sa*, thru Blackett-Sample-Hummert Inc., Chicago.

Perkins Products Co., Chicago (Kool-Aid), 5 weekly *sa*, thru Mason Warner Co. Inc., Chicago.

WMAQ, Chicago

National Association of Master Plumbers, Chicago (convention), 5 *sa*, thru Charles Daniel Frey Co., Chicago.

Rival Packing Co., Chicago (Rival dog food), daily *sa* for 52 weeks, thru Charles Silver & Co., Chicago.

Simoniz Mfg. Co., Chicago (auto polish), 52 *sp*, thru J. L. Sugden Adv. Co., Chicago.

Kremola Co., Chicago (toilet preparation), 44 *sp*, direct.

Ralston Purina Co. Inc., St. Louis (cereal), 78 *sp*, thru Gardner Adv. Agency, St. Louis.

Cribben & Sexton Co., Chicago (stoves), 103 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.

Emm-an-Cee Co., Chicago (soups, sauces and spaghetti), 41 *sp*, thru Charles Silver & Co., Chicago.

WCKY, Cincinnati

Ex-Lax Mfg. Co., Brooklyn (laxative), 2 weekly *t*, thru Joseph Katz Co., Baltimore.

Knox Co., Kansas City (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.

Gold Dust Corp., New York (Shinola), 60 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Hotel Edison, N. Y., 13 *ta*, thru Allied Adv. Inc., N. Y.

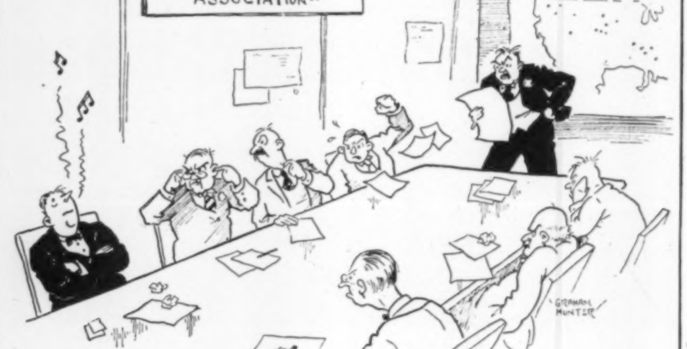
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), daily *sa*, thru Fay Radio Brdcstg. Co., Boston.

WTOC, Savannah, Ga.

Dodge Bros. Corp., Detroit (autos), weekly *t*, thru Ruthrauff & Ryan Inc., Detroit.

Health Foundation Spots

HEALTH FOUNDATION of California, Hollywood, makers and distributors of a line of carbohydrated foods, recently started to use WIP, Philadelphia, for three afternoon spot announcements weekly for a year with the account handled direct. The copy is institutional and will advise listeners to see the nutrition counsellor at Gimbel Bros.' store. The firm had previously used KMTR, Hollywood; KTAR, Phoenix, and KTSA, San Antonio, for similar broadcasts. The sponsor does no mail order or retail business, but sells through retail outlets and with the use of nutrition counsellors who travel through the states. Similar use of radio is planned in various parts of the country as the counsellors are located there for brief periods.



CHAIRMAN: *"Kindly stop humming grand opera arias, Dr. Bumpus. We have met to consider good music for our new jazz radio series."*

—From Musical Courier

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

CHEVROLET MOTOR Co., Detroit, on July 20 starts *G-Men* on coast-to-coast NBC-WEAF network, Saturdays, 9-9:30 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

CHRYSLER Corp., Detroit (Dodge autos) on July 15 only broadcast *Dodge Economy Day Program* on 78 CBS stations, 2:30-3 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit, on Sept. 17 starts *Packard Presents Lawrence Tibbett* on 79 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Young & Rubicam Inc., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, on June 3 renewed *Voice of Firestone* on 55 NBC-WEAF stations, Mondays, 8:30-9 p. m., repeat at 11:30. Agency: Sweeney & James Co., Cleveland.

KRAFT-PHENIX CHEESE Corp., Chicago, on Aug. 1 renews *Kraft Music Hall* on 56 NBC-WEAF stations, Thursday, 10-11 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL MILLS Inc., Minneapolis (flour) on July 1 renewed *Betty & Bob* on 23 NBC-WJZ stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

KELLOGG Co., Battle Creek (cereal) on July 26 renews *Kellogg College Prom* on 25 NBC-WJZ stations, Fridays, 8:30-9 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

P. LORILLARD Co., New York (Briggs smoking tobacco) on July 6 renewed *Briggs Sports Review of the Air* on 43 NBC-WEAF stations, Saturdays, 7:45-8 p. m. Agency: Lennen & Mitchell Inc., N. Y.

FELS & Co., Philadelphia (Fels Naptha soap) on July 2 started *Time on My Hands* on 12 CBS-Don Lee stations, Tues., Thurs., 9:30-9:45 a. m. (PST). Agency: Young & Rubicam Inc., N. Y.

KAY JEWELRY Co., San Francisco (jewelry) on July 28 renews for 52 weeks, *Cliff Nazarro and Edna Fischer* on NBC-KPO, Sundays, 3:45-4 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

PACIFIC COAST BORAX Co., New York (20 Mule Team borax) on July 4 renewed *Death Valley Days* on 18 NBC-WJZ stations, Thursdays, 9-9:30 p. m. Agency: McCann-Erickson Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on July 1 renewed *Ivory Stamp Club* on WBZ, WJZ, WBZA, Mon., Wed., Fri., 6:15-6:30 p. m. Agency: Blackman Adv. Inc., N. Y.

STANDARD BRANDS Inc., New York (Fleischman's yeast) on July 7 started *Voice of the People* on 17 NBC-WJZ stations, Sundays, 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

STERLING PRODUCTS Co., New York (Bayer's aspirin) on July 9 renewed *Lavendar & Old Lace* on 23 CBS stations, Tuesdays, 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Phillips dental magnesia) on July 7 renewed *Melodiana* on 26 CBS stations, Sundays, 5-5:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

DR. PEPPER Co., Dallas (beverages) has extended its quarter-hour Sunday evening comedy program over Texas Quality Network to a half-hour presentation. Tracy-Locke-Dawson Inc., Dallas, is the agency.

FORD MOTOR Co., Detroit, on Sept. 29 renews *Ford Sunday Evening Hour* on CBS, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

NBC CHANGES—Procter & Gamble Co. *Song of the City* adds 7 stations; Western Clock Co. shifts *Big Ben's Dream Drama* to 5:30-5:45 p. m. on NBC-WEAF network; Dr. Miles Laboratories Inc. changes *Uncle Ezra* to 21 NBC-WEAF stations, Mon., Wed., Fri., 7:15-7:30 p. m.; Pepsodent Co. shifts *Amos 'n' Andy* to NBC-WEAF network 7-7:15 p. m., Mon. thru Fri., 7-7:15 p. m., repeat at 11; Coty Inc., New York, on July 10 shifted *Ray Noble* orchestra to 10-10:30 p. m.; S. C. Johnson & Son Inc., Racine, Wis. (floor wax) on July 8 shifted *Fibber McGee* to Mon. 8-8:30 p. m.; Emerson Drug Co., Baltimore, on July 9 shifted *NTG & His Girls* to 9-9:30 p. m.

Philippine Control

PHILIPPINE Islands may be the next to abandon the American system of privately-owned and operated radio stations. A bill is being prepared in the Islands for presentation to the Legislature in July providing for nationalization of radio communications. For several years the insular government has aided privately-owned Philippine stations owing to lack of sponsored accounts. At the same time much time on the air is devoted to addresses by government officials. The principal privately owned station, KZRM, Manila, is quoted as willing to work out arrangements for its transfer to the government.

WMCA, New York, on July 9 broadcast from the cruise ship *Monarch of Bermuda*, the program being received by short-wave and relayed to the Inter-City Group.

Farm Figures Available

COMPLETE preliminary tabulations of returns from the nationwide Census of Agriculture, which began Jan. 2, 1935, released by the Bureau of the Census, Department of Commerce, shows 6,883,109 farms in the United States Jan. 1, 1935, as compared with 6,288,648 farms April, 1930, an increase of 594,461. The number of farms reported for 1935 is subject to revision downward after schedules from the field have been edited. Preliminary reports by counties have been released for the following States: Florida, Indiana, Montana, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, West Virginia and Wisconsin. These are available without cost at the Bureau of the Census, Washington.

Spain Taxes Ads 20%

SPAIN'S 65 broadcasting stations, only 10 of which have power exceeding 200 watts and all of which are privately owned, have been ordered to make daily statements to a government radio representative indicating the amount of advertising sold and the revenues received. They have also been ordered to print their rate cards and adhere to them. Twenty per cent of the gross advertising revenues must be paid to the government under the Spanish radio regulations.

NELL VINICK, beauty specialist of Drezma Inc., New York (cosmetics), has concluded her eighth year on the air, her program on WOR, Newark, being handled during the summer by transcription.

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

"WASHINGTON STATE LED THE PACIFIC COAST—THE PACIFIC COAST LED THE NATION—in retail sales, April, 1935, over April, 1934."
—Federal Reserve Bank, San Francisco, May 13.

BESIDES—
Seattle has the second highest percentage of radio set ownership in America.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

FOR SALE!

●

The "For Sale" sign is out at WWVA for three news periods daily. The first edition takes the air at 8:00 A. M.; the second edition at 12:15 Noon; the third edition (sold) at 5:30 P. M., and the final edition at 8:00 P. M.

These periods are packed to the brim with the World's news of the hour, furnished fresh and crisp just before broadcast time by direct United Press wire. It's an honest-to-goodness news service that really commands the attentive ears in Eastern Ohio, Western Pennsylvania and West Virginia.

The radio advertiser wracking his brain for the much coveted combination of appealing program, responsive listeners and a station that really serves, can solve all these problems by contracting for WWVA United Press News service.

Complete details upon request—Don't wait too long!

●

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W VA

•

Representatives

J. H. McGILLVRA
485 Madison Ave., New York

JOHN KETTLEWELL
Palmolive Bldg., Chicago

AGENCIES AND REPRESENTATIVES

McCURDY ADV. AGENCY has been formed in Pittsburgh with offices at 510 Keystone Bldg. A. P. McKim, formerly of the Pittsburgh Adv. Agency, recently discontinued, is radio director. Space buyers are F. W. Walters and J. R. McCurdy Jr., the former also coming from Pittsburgh Adv. Agency.

A. W. NEALLY, formerly vice president of Geyer Co., Dayton, O., and a vice president of Proctor & Collier Co., Cincinnati, and later with Continental Marketing Corp., Chicago, has joined Gardner Advertising Co., St. Louis, as account executive.

Mr. Don Stetler
Standard Brands, Inc.,
New York City.

Dear Mr. Stetler:

Standard Brands are perhaps represented in all of the 320 independent and 45 chain grocery stores in Charlotte. But your broadcasting over outside NBC stations does not influence the 19,000 families who spend their food dollars in these stores. WSOC is the only NBC station consistently listened to by the people of Charlotte. Ask NBC to add WSOC and WATCH THINGS HAPPEN!

STANDING BY! Waiting to plug you in!

WSOC
Charlotte, N. C.

KWKH and KTBS, Shreveport, La., have named John Blair & Co., as their national station representatives, according to an announcement July 9 by John McCormack, manager of the two stations. KTBS until recently had been represented by Edward Petry & Co.

HABERLIN MORIARTY, account executive, transferred to Detroit last January, has returned to the San Francisco offices of Campbell-Ewald Co., and is handling radio along with other accounts.

JUSTIN R. WEDDELL, managing director of Erwin, Wasey & Co. Ltd., London, has been appointed chairman of the board of the British office, with E. J. Smith, formerly managing director of Coleman & Co. as vice chairman.

WALTER BIDDICK Co., Los Angeles, has been named sales representative in the 11 Western states for Radio Programs Syndicate, Hollywood transcription producers.

NORTHWEST RADIO ADV. Co., Seattle, has been named time sales representative on the West Coast by WFAS, White Plains, N. Y.

CHARLES W. HOYT Co. Inc., Boston agency, has moved its offices to 216 Tremont St.

RICHARD BARRETT, of the radio department of Fletcher & Ellis Inc., Chicago offices, went to Hollywood in July in connection with production of a transcription program.

J. WALTER THOMPSON Co. on July 1 moved its Los Angeles offices to the Edison building.

H. W. NEWELL, formerly vice president in charge of sales of Frigidaire Corp., Dayton, has been appointed vice president of Geyer-Cornell Co. Inc., New York.

"Plug" Kendrick says:

"Popularity? The favorite local station in 69.54% of Indianapolis homes* is . . . WIRE"

★ Price-Lundeen Survey

FORMERLY WKBF IN INDIANAPOLIS

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

National Advertising Representatives:
PAUL H. RAYMER CO., New York — Chicago — San Francisco

SPONSOR & EXPLORER—Admiral Byrd (left) chats with C. M. Chester, president of General Foods Corps., which sponsored relay broadcasts from Antarctica over CBS. Richard Klauber, CBS executive vice president (right) is an interested participant in the discussion of the expedition's contributions to the advancement of science.

HERBERT B. GLOVER, head of radio publicity for Lord and Thomas, New York, is recuperating at his home in Rockville Center, N. Y., from a severe attack of pneumonia.

FRED FINLAYSON, formerly a salesman for KDYL, Salt Lake City, has joined Ad-Craftsmen Adv. Agency of that city as account executive.

Fleischmann Vox Pop

STANDARD BRANDS Inc., New York (Fleischmann's yeast) on July 7 started *Voice of the People*, replacing Joe Penner and Ozzie Nelson on the Sunday evening *Baker's* program heard over an NBC-WJZ network at 7:30. The feature was a sustainer on Southwest Broadcasting System for three years, with Jerry Belcher and Parks Johnson going to New York to handle the NBC series. Microphones are set up in busy sections of New York and passers-by are interviewed by Belcher and Johnson. The only preparation is the technical setup and selection of a topic. J. Walter Thompson Co., New York, is the agency.

Spots on WEAF

AMONG the first concerns to sign on WEAF and WJZ, New York, since NBC announced they were open for spots, were the Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes) and Waitt & Bond, Newark (Blackstone cigars). Raleigh announcements are heard on WEAF during the evening hours, 4 eight-second station breaks and one 50-word announcement. Blackstone cigar has a similar set up, with 35 announcements made each week. These spots began July 1. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Shick Razor Spots

MAGAZINE REPEATING RAZOR Co., New York (Shick razor) is using one-minute announcements, six weekly, on WDRC, Hartford, and WSPD, Toledo, in a test campaign. J. M. Mathes Inc., New York, is the agency.

Butte, Montana
Where Silver is mined
KGIR **NBC outlet**

Lord & Thomas Appoints Hackett as Radio Head

MONTAGUE HACKETT, vice-president of Lord and Thomas and executive in charge of the (Lucky Strike) American Tobacco Co. account, has assumed active direction of the radio department at the agency's New York office, and has effected a complete reorganization. Instead of the previous operating system, with three individuals having almost a free hand in the handling of separate accounts, the entire department has now been integrated under Hackett, who remains responsible for Lucky Strike's radio activities.

Reporting to Hackett are Gregory Williamson, who has charge of the creative and production units, and Thomas A. McAvity, who specializes in contact work and service on commercials. Under these two are Raymond Soat, former head of General Broadcasting System and a transcription pioneer, who will concentrate on new business and presentations; Don Forker, head of the copy department; Billy Hillpot, handling billings, contracts and station relations, and a public relations department consisting of Herbert B. Glover and Beverly Harvie.

Koolex Sport Dramas

RIT PRODUCTS Co., Chicago (Koolex shaving cream), on July 1 started sponsoring a new type of sports program over WGN, Chicago, 7:30 to 8 p. m. Mondays. Titled *Grand Stand Thrills*, the show consists of dramatization of the outstanding sporting events of the week, including voices of the principals or their doubles, crowd noises, and other incidental sounds, in somewhat the same style as the *March of Time* broadcast uses for news events. The shows are written and produced by Dick Wells, former athletic star of Eureka College, assisted by two sound effects men and a large cast. Earle Ludgin Inc., Chicago, is the agency.

Corn Products Tests

CORN PRODUCTS REFINING Co. is sponsoring a test program in the interest of Dyno. The company is using both WDRC and WTIC, Hartford, for 15-minute programs the first three days in the week. The initial contract is for 13 weeks. E. W. Hellwig Co., New York, is the agency.

RADIO ADVERTISERS

COLGATE-PALMOLIVE-PEET Co., Jersey City, tested a new program on WFBL, Syracuse, featuring a number contest, two a week for three weeks, combined with newspaper space. The test proved satisfactory and the contest was extended for another six programs with newspaper space eliminated.

GENERAL MILLS Inc., Minneapolis, (Gold Medal, etc.), advertising through several agencies, has retained Merrill Adv. Co. Inc., New York, to act as special agency for its broadcast series *Hymns of All Churches*, which is to be broadened.

COMMANDER - LARABEE Corp., Minneapolis (Sunfed bread) is placing its radio advertising through Hays MacFarland & Co., Chicago. Addison Lewis & Associates, Minneapolis, handles the general campaign for Sunfed flour.

BEATTY-STEVENS Co., San Francisco (Calodine mineral water) has named the Fred W. Rea Adv. Agency, San Francisco, to handle its account. In a regional drive, five minutes, five times weekly is being used on the Northern California Broadcasting System (KJBS, San Francisco and KQW, San Jose) and 15-minute periods twice weekly on NBC-KPO, along with other media.

SCOTT & BOWNE Inc., Bloomfield, N. J., is advertising its Scott's Emulsion through Marschalk & Pratt Inc., New York. As in the past, most of the company's appropriation is allotted to radio.

SUBSTANCE "S" PRODUCTS Inc., San Francisco, (Salakuta shampoo) has appointed the Dake Adv. Agency Inc., San Francisco, to handle its advertising and is using a twice weekly 15-minute program on KFRC, that city, along with other media.

NATIONAL AIR RACES, planning its annual contests in Cleveland late in August, will use radio and other media. Humphrey, Prentke & Scheel Inc., Cleveland, is the agency.

GEORGE A. MOTT has resigned as advertising manager for Zonite Corp., New York, makers of Forhan's toothpaste, Zonite, etc.

SANTA CRUZ, (Cal.) Chamber of Commerce, is planning to use radio among other media to advertise that city, and has placed Charles F. Hartley in charge as chairman of the advertising committee.

THREE G DISTILLERY Corp., Burbank, Cal., is planning to place a series of dramatized transcriptions in states where liquor advertising is permissible. The five-minute discs are being produced at Electro-Vox Inc., Los Angeles.

Chip Off Old Block

BRYAN OWEN, son of the Minister to Denmark, Mrs. Ruth Bryan Owen, and grandson of William Jennings Bryan, aspires to be an announcer from the old Bryan ond Owen home at Lincoln, Neb. Although now a salesman for a cement concern, with headquarters at Lincoln, he spends much time these days developing sound effects for KFAB and KFOR, Lincoln, and on the side is training to be an announcer. He says he does not want the audition until he is confident his voice will win him a place before the microphone.

F. W. FITCH Co., Des Moines (shampoo) is advertising through L. W. Ramsey Co., Davenport. The listing in BROADCASTING July 1 was incorrect.

CENTRAL SHOE Co., St. Louis, has transferred its account to Kelly-Stuhlman Adv. Co., St. Louis.

INECTO Inc., New York (Inecto-Rapid Notox cosmetics), has placed its account with Grey Adv. Service, N. Y.

JOHN LUCAS & Co. Inc., Philadelphia (paint) now is advertising through McKee & Albright Inc., Philadelphia.

MARSHALL CANNING Co., Marshalltown, Ia. (Brown Beauty beans) has placed its advertising with Potts-Turnbull Adv. Co., Kansas City.

SCIENTIFIC LABORATORIES of America, San Francisco (Reducoids) is advertising through Bob Roberts & Associates, San Francisco.

KNOX Co., Kansas City (Cystex), big transcription user, is reported to be planning to move its headquarters to Los Angeles late in July or early in August.

SALES AFFILIATES Inc., New York (Inectint Hair Color), using radio, has appointed Grey Adv. Service, New York, to place the account.

BAUER & BLACK, Chicago, has named Ruthrauff & Ryan Inc., Chicago, to handle its advertising of Velure hand lotion.

IOWA SOAP Co., Burlington, Ia., Camden, N. J. (Magic Washer, etc.) has placed its account with Morenus Adv. Agency Inc., Chicago.

DEISEL - WEMMER - GILBERT Corp., Detroit, places radio advertising through Simons-Michelson Co., Detroit, and has named Williams & Bramen, Chicago, to handle the Donalda cigar account.

RUN-PROOF LABORATORIES Inc., Chicago (powder for hosiery) is planning a campaign including radio, with Morenus Adv. Agency Inc., Chicago, the agency.

CALWHEY Co., San Francisco, advertising through Ray M. Wright Adv. Agency, of that city, is planning a campaign including radio.

SANWOOD CHEMICAL Co., New York (Vintex powder for hosiery), is placing advertising through Philip Ritter Co., New York, and contemplates using radio.

SKINNER & EDDY Corp., Seattle (Peter Pan salmon) has placed its account with Beaumont & Hohman Inc., Seattle.

NORTHAM WARREN Corp., New York (Cutex) expects to start a network series soon, with Neila Goodelle, singer and pianist. The program probably will be of 15-minutes duration. The network and time are still in the planning stage. J. Walter Thompson Co., New York, is the agency.

KITCHEN ART FOODS Inc., Chicago, advertises its 2-Minute Dessert through Rogers & Smith Adv. Agency, Chicago.

AMERICAN RADIATOR & Standard Sanitary Corp., New York (heating apparatus, etc.) has placed its account, including radio, with Marschalk & Pratt Inc., New York.

ROSICRUCIAN BROTHERHOOD, San Jose, Cal., has placed its account with Frederick Seid Advertising, San Francisco.

ANACIN Co., Chicago (headache tablets) is placing its advertising through Blackett-Sample-Hummert Inc., Chicago.

BRANIFF AIRWAYS Inc., Oklahoma City (air transport) is advertising through Hays MacFarland & Co., Chicago.

GARRETT & Co., Brooklyn (Virginia Dare wine) has placed its account with Tracy-Locke-Dawson Inc., N. Y.

WM. HENGERER Co., Buffalo department store, has transferred its account to the Buffalo office of Batten, Barton, Durstine & Osborn Inc.

MARTIN - SENOUR Co., Chicago (varnish, paint) has placed its account with Gardner-Greist Co., Chicago.

WAGGONER - GATES MILLING Co., Independence, Mo. (Queen of the Pantry flour) now is advertising through Barrons Adv. Co. Inc., Kansas City.

MIRACUL WAX Co., St. Louis (Dri-Brite wax) has transferred its account to Ruthrauff & Ryan Inc., St. Louis.

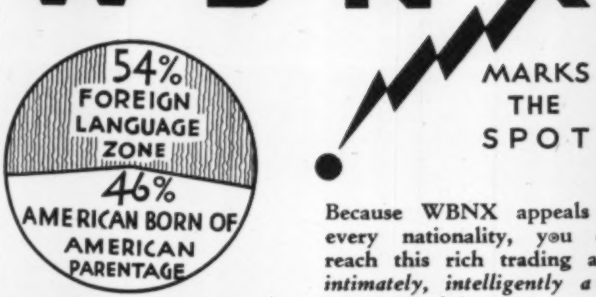
FALL IN!

Line forms to the right—sorry to have disappointed some of you with summer sell-out, but good time will begin to open up August 15th. Take advantage of one of the country's lowest rate cards by booking time now. Inquiry and commission accounts can save postage by NOT writing.

KGEZ

Box 1 Kalispell, Montana

WBNX



Because WBNX appeals to every nationality, you can reach this rich trading area *intimately, intelligently and inexpensively!*

WBNX—New York

Write for New Booklet—"Concentrated Market Coverage"

Detroit today...

active
thriving
prospering
spending

CKLW alone

covers
the entire
Detroit
area
completely

Windsor offices:
Guaranty Trust Building
Detroit offices:
Union Guardian Building

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Building, Chicago

The
★ ★ ★ ★ Station of the Southwest

★KGKO

is the ONLY STATION in West Texas and Southern Oklahoma carrying national network programs.

★KGKO

operates the LONGEST DAILY schedule of any station in West Texas or Southern Oklahoma... Seventeen hours daily . . . Seven days weekly.

★KGKO

broadcasts the most complete cotton, stock, and grain reports in the Southwest (five times daily) direct from brokerage office . . . The territory depends upon us for this service.

★KGKO

presents daily a well balanced schedule of entertainment and information which must command the listeners' attention . . . Columbia Broadcasting System Programs . . . World Broadcasting System . . . Southwest Broadcasting Network . . . Local News Broadcasts. A forum for discussion of matters of interest to our people . . . Local programs professionally presented by a competent staff.

KGKO
WICHITA FALLS, TEXAS
1000 WATTS ● FULL TIME
JOHN BLAIR CO. - Representatives

TRANSCRIPTIONS

STANDARD RADIO ADV. Co., Hollywood and Chicago, announces addition of five more stations as subscribers to the Standard Program Library Service. They are WOKO-WABY, Albany; WALA, Mobile; WHBU, Anderson, Ind.; WCHS, Charleston, W. Va.; KTSA, San Antonio.

H. (DUKE) AINSLEE has returned to Radio Transcription Co. of America, Hollywood, as traveling representative in the West. The concern moved July 10 to 1509 N. Vine St., quarters which it occupied five years ago.

MacGREGOR AND SOLLIE, San Francisco transcription producers, are recording a series of dance programs with Henry King and his Waldorf Astoria orchestra.

TRANSIGRAM SOUND Corp., Hollywood, early in July opened its new recording plant and studios at 729 S. Western Ave., but will continue executive offices in the Equitable Bldg. Robert A. Trow has been placed in charge of public relations.

R. C. GASKILL, Seattle business man, late in June was appointed secretary and manager of R. U. MacIntosh & Associates, Los Angeles transcription firm. Lawrence McConville, formerly in this post, has gone into another field.

FRANK WALKER, in charge of RCA-Victor transcriptions at the New York office, arrived in Hollywood June 29 in connection with experimental work on a new disc process.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in July started production of a new aluminum recording disc under the trade name Superfine.

Sustainers That Pay

SUSTAINING programs are broadcast once weekly by KDYL, Salt Lake City, each one designed with a particular prospect in mind. The prospect is notified of the program and the plan is bringing new business, including Utah Oil Refining Co., and Auerbach Co., largest Intermountain department store.

"SUNDAY PLAYERS", half-hour bible transcriptions recorded at Recordings Inc., Hollywood, and distributed through Mertens & Price Inc., Los Angeles, were sold in June to three mortitian concerns: Kaster-Maxon Inc., El Paso, for 52 weeks on KTSM; Chester T. French Inc., Albuquerque, for 52 weeks on KGGM, and Barnum Bros., San Diego, for 26 weeks on KFSD.

R. U. McINTOSH & ASSOCIATES, Los Angeles transcription firm, has appointed George Swire, 60 Vienna street, San Francisco, as sales representative for northern California, Oregon, Washington, Idaho and Montana.

THOMAS K. NEELY has joined the sales staff of WBS. He was formerly with NBC and CBS.

Tell of School Programs

ARTHUR S. GARBETT, NBC western division educational director, San Francisco, was one of the principal speakers at the recent National Educational Association convention held in Denver, Colo. He spoke on "Coordination of Education with Radio and Modern Transportation and Communication", explaining the large part western radio is taking in the dissemination of educational projects. Judith C. Waller, NBC central division director of education, Chicago, also one of the speakers, had for her subject, "The Best School Broadcast", and took as an example the *Standard School Broadcast*, which is heard over the NBC-KPO network. A recording of a *Standard School Broadcast*, with Mary Garden as commentator, was used by Miss Waller as part of the illustration.

LIONEL BARRYMORE, actor, has been signed by Campbell Soup Co., Camden, N. J., to portray the role of "Scrooge" each Christmas for the next five years.

STUDIO NOTES

KSFO, San Francisco, furnishes dance music to bay region dialers twice weekly from Guerneville, Cal., on the Russian River, approximately 82 miles from San Francisco. The program is "piped" to Sausalito, Cal., thence via submarine cables across the San Francisco bay, and into the local studio. The line haul is approximately 100 miles. An interesting feature of the broadcast is the totally different manner in which the music is "cued in" owing to the absence of more than one telephone loop in the resort area. Several minutes before the broadcast, a radio set at Guerneville is tuned in to KSFO. When the listeners at Guerneville hear the announcer's voice in San Francisco saying "we bring you the music of Ray Tellier", the playing starts. An operator from KSFO drives a total of 340 miles each week to put the orchestra on the air.

WFAA, Dallas, on June 26 celebrated its 13th year on the air with a special anniversary program featuring a talk by G. B. Dealey, president of the station and publisher of the *Dallas News*, with reminiscences by Adams Calhoun, veteran chief announcer and office manager.

WKY, Oklahoma City, has published an attractive colored brochure titled *Showmanship*, depicting program and merchandising service offered by the station.

BUILDING of a new control studio for KMTR, Hollywood, at Hollywood Blvd. and La Brea, has been approved by Los Angeles city council. The location is about a mile from the present KMTR main quarters.

WHILE firemen battled flames on another wing of the building where the studios of WDSU, New Orleans, are located, the station stayed on the air except for occasional interruptions and presented a word picture of the event. Joe Uhalt, WDSU president, broadcast the running account of the blaze.

Ralston Tests

RALSTON PURINA Co., St. Louis, on July 8 started a series of 60 one-minute transcribed announcements on WKBW, Buffalo, and WJAR, Providence, as part of a test campaign for Shredded Ralston, a ready-to-eat, whole wheat cereal recently put on the market. The announcements will be heard five times weekly and will feature the original cast of the *Tom Mix's Ralston Straight Shooters'* program. The agency is Gardner Advertising Co., St. Louis.

JOHN SHEPARD, 3rd—
President, Yankee Network
DONALD FLAMM—
President, Knickerbocker Broadcasting Company
RALPH ATLASS—
President, WJJD, Chicago

BROADCASTERS!
What Do These Names Mean To You?

They signify "The Tops" in broadcasting and these owners were quick to recognize the merits of the reliable and economical service offered by our Food and Drug Reports.

Does your advertising conform to the rules and regulations of the various government agencies?

We provide a monthly bulletin service as well as separate reports on an "Individual Inquiry Basis".

For your protection, write or wire today for complete details.

◆

COMAR COMPANY
FOOD and DRUG REPORTS
Southern Building Washington, D. C.

KVI
SEATTLE
TACOMA

FREE & SLEININGER INC.
National Representatives

COVERING THE TACOMA SEATTLE MARKETS

Sell Tacoma-Seattle *economically* with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives **two** markets at the price of **one** 1000 watts .... 570 kc.

PROGRAM NOTES

AT THE beginning of the *Gulf Musical Headliners*, sponsored on CBS by Gulf Refining Co., Pittsburgh, the announcer tells what songs each artist or group will render and the music is not interrupted after that.

WINS, New York, on July 11 broadcast a road test by an applicant for an automobile operator's license, using short-wave from a moving car. A portable microphone accompanied the applicant through the office procedure. The program was the first of a series to acquaint listeners with offices of the state government.

A NEW morning commercial on WCKY, Cincinnati, is *Hollywood News Reel*, written by E. H. Dressman, WCKY continuity editor, and sponsored by Dr. Sam Pollock, Cincinnati dentist.

WDAY, Fargo, N. D., has started *Program Previews* in which programs of the next 24 hours, as well as contests on the air are reviewed. The feature, now five minutes, may be expanded to a quarter hour.

WFIL, Philadelphia, has started a new program called *WFIL Round-Up* to replace the dance parade formerly heard from 1-3 Sunday mornings. The program presents promising talent and no rehearsals are held, thus offering an element of surprise. Keith McLeod, program director, is in charge of the feature.

AFTER months of preparation, WNEW, Newark on July 5 began a series of weekly programs described as forerunners of the entertainment which television will provide. Supervising the program was Martin Block, WNEW announcer, and a full-hour variety and musical revue was presented from a Newark vaudeville house. Included were jugglers, singers and dance teams.

WMCA, New York, is presenting a new voice called *The Gondolier* in a program of Italian songs. The unknown artist was discovered by Zac Freedman, WMCA artist bureau head, working in a flower shop. The program is keyed to the Inter-City Group.

WANT AD success stories are broadcast on WSB, Atlanta, by the *Atlanta Journal*, being based on actual cases where advertisements in the paper did their work quickly and effectively.

THE FIRST Pacific Coast amateur program on a network was begun recently on the Don Lee-CBS network with Rockett Oil Co., Los Angeles, as sponsor. Frank Gill and Bill Demling are joint masters-of-ceremonies. Beaumont & Hohman Inc., Chicago, is the agency.

THE STATE of Wisconsin has a weekly 15-minute period over WTMJ, Milwaukee, with the station donating time and paying wire charges to Madison. State officials including the governor are heard, as well as market and economic information.

OWNERS of canary birds can hear their pets broadcast on the *Canary Amateur Hour* July 10 on WMCA, New York, and the Inter-City Group, with Bob Carter announcing the program.

WKZO, Kalamazoo, Mich., claims good promotional results from its *Know Your Town* series, in which communities in its area have been featured.

TWO NEW features on WBAP, Ft. Worth, are daily 6:15 a. m. news periods, using AP reports, titled *What Happened Last Night* and daily 2:15 p. m. news periods titled *What Happened Today;* also Judge Whiffle, sagebrush philosopher, with orchestra and soloists daily from 6:30-7 a.m.

One Way to Beat the Heat

WHK, Cleveland, gave CBS the first broadcast of its kind in the network's program July 7 *Beat The Heat*. For this occasion a broadcast was made from a point not more than 15 feet from a 600 degree blast furnace at the Corrigan McKinney Steel Works. Guilbert Gibbons, WHK announcer, was appareled in asbestos from tip to toe as shown in the photo.

The broadcast opened with real train sound effect from a locomotive chartered to arrive at the steel works just as the cue "Come on in Cleveland" was heard. The roaring of the furnaces could also be heard as Gibbons interviewed one of the blowers, Walter Boddy.

ETHEL HAWES, Cleveland's original bed-time story teller, will direct WGAR's new juvenile series which starts July 15. She will present many of her own stories which have appeared in book form. Assisting her will be Wayne Mack, announcer, and Henry Pildner, musical director.

WGAR, Cleveland, distributed window cards with "Good Luck Indians" on them when the baseball team started on its recent road trip. Station announcements called attention to the Blue Flash gasoline commercial featuring Mel Harder, Indian hurler. Telegrams from listeners, to be read on the station, had to be addressed "Mel Harder, Blue Flash, WGAR".

NBC and the Chicago Federation of Musicians are jointly sponsoring the first nine of a series of 64 concerts from Grant Park, Chicago, by the Chicago Symphony Orchestra. The Chicago Park District donates its facilities, with the union paying half the cost of musicians' salaries from its emergency fund. NBC, Balaban & Katz theaters and other interested parties split the remainder of the cost.

A FREE theater ticket is given to listeners who can "stump" Les Barnet, new pianist-organist of W9XBY, Kansas City, on the *Musical Librarian* program.

KPRC, Houston, presenting a *Rambling Around* series with Kenneth A. Millican, recently offered Millican's version of an inspection trip through the Houston post office.

IN FOUR weeks time, WOOD-WASH, Grand Rapids, Mich., has enrolled 10,000 boys and girls in the Se-Ro-Co Club sponsored by the local Sears, Roebuck & Co. store. Members are given identification badges and code sheets to use in deciphering broadcast messages. The program goes on six times weekly in the form of club meetings and talented members are given a chance to appear before the microphone.

WFIL, Philadelphia, is staging music memory contests twice weekly, having a tieup with several theatres. The first 25 correct answers bring rewards of theatre tickets. Each theatre has its own program and gets the benefit of free time, talent and mention of feature pictures.

THREE married couples, whose combined years of marriage total 165, were presented on KHJ, Los Angeles, July 1 in a special half hour feature called *Silver Threads Among the Gold*. Wayne Miller, publicity director, created the feature.

AUDIENCE collaborators will help WFIL's anonymous feminine commentator *Petticoat on the Air* select subjects for her semi-weekly news observations. The 20 persons sending best suggestions for program topics get free theater tickets.

A NEW weekly sustaining program on KNX, Hollywood, is titled *Hometown Sketches*, written by Leonard E. L. Cox, new program manager.

LISTENERS of WBT, Charlotte, N. C., like the time announcements now given on each station break. No time is wasted, the announcer saying: "This is the pioneer radio voice of the South, WBT, Charlotte, 8:45."

WDSU, New Orleans, has signed with Transradio Press for four 15-minute news periods daily. Already two of the periods are sponsored, according to Joe Uhalt, WDSU president.

WCCO, Minneapolis, cooperating with the Minneapolis Civic & Commerce Association and the local baseball club, is staging a series of *Northwest Days*, with larger cities in Minnesota assigned special days in Minneapolis and at the ball park. The cities broadcast special programs over WCCO. A silver cup will be awarded the city having the biggest proportionate attendance.

KNX, Hollywood, late in June resumed its daily pest-control forecasts of the U. S. Weather Bureau for Southern California citrus growers and will continue through the summer months. The predictions include temperatures, general weather conditions, relative humidity and dewpoint. The data is incorporated in the noonday news period.

THE Milwaukee Lions Club has started a "healthiest baby" contest with WISN broadcasting examinations of the babies.

PAUL REVERE
could work for WNBR, Memphis. Every minute WNBR covers the Mid-South. Entertainment, news and local-interest programs result in popularity. Low rates prove real value.
The Local Firms Buy WNBR

FULL TIME
WBBZ 1200 Kc.
PONCA CITY, OKLA.
•
Better Service
Lower Cost
•
Extensive Coverage in Northern Oklahoma and Southern Kansas
WBBZ • Ponca City, Okla.

ANNOUNCEMENT

In line with the policy of WLAC to better serve its listening audience and to render more efficient service to its advertisers, the studios and offices of this station have been moved to 2421 West End Avenue, Nashville, where we have completed the installation of large modern studios, audition rooms, and staff offices.

This move has been made possible and necessary by the ever increasing volume of business carried by the station, both national and local. National advertisers are finding it to their advantage to follow the example of Nashville merchants, who invariably select WLAC to carry their message to the Nashville market.

WLAC

J. T. WARD
President

Paul H. Raymer Company
National Representatives

Member Station Columbia Broadcasting System
World Broadcasting System Program Service

"In the Heart of the Tennessee Valley"

WHY YOU
SHOULD USE
WJDX
reason #3:
ADVERTISERS
renew
CONTRACTS

THE percentage of local advertisers who renewed for 1935 was 93%. Sales for local advertising for 1934 were doubled those of 1933. For the first six months of 1935 they are 68% greater than the same period of 1934.

WJDX
The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

Address by Chairman Prall

(*Continued from page 13*)

the Association of Advertising Agencies in plans to form a cooperative bureau to authenticate station coverage and listener data. In this connection an idea occurs to me: Why not go further? Here are the three principal trade associations of the three industrial groups most vitally concerned with radio as an advertising medium. Why can't they enlarge the scope of their activity to include a cooperative movement for safe, sane, clean, and dependable continuities on the air? There need be no mandatory rules. Perhaps the writing of trade practice provisions to cover these points would suffice. Without knowing very much of these trade associations, it nevertheless seems to me that you have a splendid opportunity to accomplish something along this line.

Also worthy of consideration, I believe, is the editorial suggestion made in the May 1 issue of BROADCASTING on the subject of questionable programs. I quote from its columns:

"Perhaps a solution (to the program problem) would be to set up within the industry (the National Association of Broadcasters would be the logical agency) an individual whose task it would be to advise stations and advertisers and their agencies whether particular accounts are construed to be ethically, esthetically and otherwise acceptable. It would be a matter of 'editorial selection', so to speak, for the industry. The man would have to be forceful, and one with the courage to say 'no'. * * *

"Thus, when a new account is offered, the NAB could review it, and if necessary, check with Federal authorities to ascertain whether the claims are reasonable. Like the procedure so successfully adopted by *Good Housekeeping* in the home commodity field, the NAB could place its stamp of approval on products or services, and deny it to those which fail to meet predetermined specifications. * * * "

I am informed, since this address was prepared, that several other publications have also advocated the same idea.

That, to me, seems to be a plausible proposal, basically. It is another matter your convention might well consider at its deliberations here. It may have its shortcomings, but most ceretainly it is a function that can be performed by your trade association, particularly when one takes into account the fact that our radio law specifically prevents us from exercising any degree of program censorship.

At the beginning of this talk, I believe I characterized radio as the "Fifth Estate". That may sound trite to you of the trade but the first time I heard it I was greatly impressed. It describes radio broadcasting in a remarkably apt way. In the case of the "Fourth Estate", which embraces journalism or the press, there were some 400 years of history since the first news was published from type. Radio, the "Fifth Estate", has only 15 years behind it, but those have been years of dazzling, almost reckless development. Today it is leveling off into a medium comparable with the press, but providing also certain types of "editorial matter" not developed on the printed page. Naturally, we cannot expect this 15-year-old infant, which some of my newspaper friends call "audible journalism", to do what the publishers have accomplished only after four centuries; but it can profit and happily is profiting by the experience and background of the "Fourth Estaters".

Station Responsibility

THE RADIO broadcaster of today is the "Editor of the Air". Like the editor of the press he has a distinct responsibility to his auditors. The responsibility of the "Editor of the Air" even transcends that of his more experienced brother, because he must comply with the mandate of serving "public interest, convenience and necessity" in everything he "publishes" by means of his transmitter. His broadcasting franchise is contingent upon that. Moreover the "Editor of the Air" is decidedly limited in the amount of "news" he can publish for the information, edification and enlightenment of his listeners. There are only so many hours in the day and he must offer his listeners a balanced menu. He cannot add pages to the newspaper of the air. On the printing press, of course, there is limit to the size or number of the news columns that can be published.

This "Editor of the Air" analogy is becoming more and more striking these days. As I turn the dial of my radio, I find that news reports consume infinitely more time than they did only a few short months ago. That is an interesting and important development and may have a far-reaching bearing upon the future status of the broadcasting stations.

Broadcasters, as they become more alive to their editorial responsibility, I believe, will soon find themselves establishing editorial standards. By that I do not mean that they will identify themselves with politics, for that would be wrong and deplorable. It is my view that they will become more intimately identified with the civic activities of their own communities, that there will be more forums on the air, and that they will awaken the interest of their listeners in an entirely new sphere of editorial activity. The station will then become a vastly more important entity in the affairs of its own city or town.

Educational Programs

I CANNOT permit the day to pass without a word of appreciation from the Commission for the fine spirit of cooperation shown by the broadcasters in working so harmoniously with the educational groups of the country to the end of pressing the broadcasting industry into use in our movement to bring about a definite, workable plan for education by radio. A committee, headed by Dr. Studebaker, U. S. Commissioner of Education, is working to that end, and to your everlasting credit I understand you are 100% committed to the idea and supporting it whole heartedly.

At the Commission we are mindful of the fact that broadcasting stations now operate under six-month licenses. That, to a business man, seems extremely unjust when the millions of dollars invested in the broadcasting plant and equipment are taken into account, along with some 15,000 full-time radio station employes and the tremendous payrolls. I agree that under ordinary circumstances you have some reason to protest. I do not agree, however, with some who have said or written that broadcasting stations have been intimidated or coerced because of these short-term licenses. I do not believe that there has been the slightest degree of censorship invoked upon networks by the Administration or by our Commission. All that talk

WCAE The Overwhelming Favorite in Pittsburgh

*What say the DRUGGISTS?
for sales and advertising results
WCAE is 5 to 3 against the field
for actual program listening
WCAE is 13 to 3 against the field

*Survey of druggists of Greater Pittsburgh on June 17, 18, 19, 20 and 21 by S. E. Armstrong & Company, Organized Merchandise - 975 Union Arcade, Pittsburgh, Pa.

. . . and remember
AMOS 'N' ANDY
have joined the WCAE success parade
There's a Reason!

WCAE
Pittsburgh, Pa. Basic Red Network
Nationally represented by Paul H. Raymer Company
New York Chicago San Francisco

18 HOURS!
The only station in northeastern Oklahoma maintaining this schedule
KTUL
1000 WATTS DAY
500 WATTS NIGHT
TULSA
CBS Network
W. C. Gillespie, V. P.

may be branded as sheer partisan propaganda and no one is better informed on this subject than you gentlemen of the industry. The law as now written permits us, if we so desire, to extend the term of broadcasting station licenses to three years. Most of you will recall that in the early days of our predecessor agency, the Federal Radio Commission, licenses were issued for only three months and then extended to the present six-month term. That was because the old Commission felt the broadcasting structure should be kept sufficiently fluid to permit the shifting of station assignments and to so adjust radio as to provide maximum service for the people of the country.

There is now pending before the Commission a resolution introduced by Commissioner Brown to extend the broadcast license term to one year. I have not discussed this resolution with any of the Commissioners and cannot even venture an opinion of what action they may take when this matter comes before us for adoption. I know, however, that you are vitally interested in this phase of your business and I can see no good reason, when once the industry has established itself on a sound program basis, why the Commission should not give the proposal serious consideration.

Extension of Licenses

BEFORE closing, may I assure you that during my short tenure on the Commission I have appreciated fully the splendid cooperation of the officers and members of your Association whom it has been my pleasure to meet. May I say too, that I have learned with keen regret that your Managing Director, Philip G. Loucks, is about to retire after five years of service. In the work of the educational groups I have been in close personal contact with Mr. Loucks, who is gifted with a charming personality, and he has impressed me as an able, conscientious and efficient representative of your organization. I wish him success in his chosen field.

It is my hope that when you convene again, one year hence, you will report the broadcasting industry without an exception as having attained the goal of clean programming. Having accomplished that purpose, you should then take up for consideration and presentation to the Commission your claims for granting longer-term licenses.

Party for Prall

TO OBSERVE the reappointment of Chairman Anning S. Prall for a seven-year term from July 1, members of Washington's broadcasting fraternity held a buffet dinner June 28 at the Hay-Adams House in Washington. More than 100 members of the FCC staff and of Washington's radio circle attended the informal function. In addition to Chairman Prall, the honor guests were M. H. McIntyre, secretary to President Roosevelt, who presided as toastmaster; Commissioners Sykes, Case and Stewart, and former Commissioners Ira E. Robinson and Harold A. Lafount. The evening's festivities were featured by the presentation of a duck (symbolic of quack programs) to Mr. Prall, and a skit burlesquing a Broadcast Division meeting of the FCC.

HIGH CLIMBERS—L. B. Wilson, WCKY, with John Clark, WLW, in a fog atop Pike's Peak.

NAB Resolutions

(Continued from page 11)

LEGISLATIVE REPORT

RESOLVED, That the National Association of Broadcasters hereby thanks the legislative committee and its chairman, Henry A. Bellows, for their diligent work during the past year, and that the association hereby recommends that the Managing Director give careful study to this report of the legislative committee and bring all such matters to the attention of the board of directors which had not been covered otherwise in resolutions adopted at this convention.

* * *

RISING VOTE FOR LOUCKS

WHEREAS, Philip G. Loucks has served faithfully and with distinction as managing director of the NAB for the past five years, and

WHEREAS, mainly by reason of his untiring efforts, sane and courageous leadership, the Association has grown from small beginnings into an organization representative of every phase of the industry and exerting a vital influence in the development of this new medium of mass communication to a position of recognized importance, both socially and economically, and

WHEREAS, Mr. Loucks has seen fit to leave the association in favor of the practice of law, the field which has always constituted his principal interest, it is now

RESOLVED, that this convention, by a rising vote, express its deepest appreciation for the unremitting service which Mr. Loucks has rendered the Association and broadcasting as a whole, and that it extend to him the heartiest good wishes of the membership and industry for his every success in his new venture.

* * *

MR. CRUSE THANKED

RESOLVED, that the NAB hereby expresses its sincere thanks to Mr. Andrew W. Cruse for his contribution to the interest and value of the 13th annual convention of this association.

* * *

APPRECIATION FOR SPENCE

RESOLVED, that the NAB hereby expresses its keen appreciation to Mr. Edwin M. Spence and his convention committee for their many courtesies and the very efficient manner in which they have handled the arrangements incidental to the 13th annual convention of this association.

PREPARING FOR CAIRO

RESOLVED, that the President be and he hereby is authorized and directed to appoint a committee of three, one of whom shall be the managing director, to determine the procedure for most effective presentation of the United States position and proposals to the next administrative international conference scheduled to be held in Cairo early in 1938; and that the committee be and they are hereby directed to make recommendations to the board of directors so that the same may be available for consideration at the 1936 convention.

A-1 Summer Market

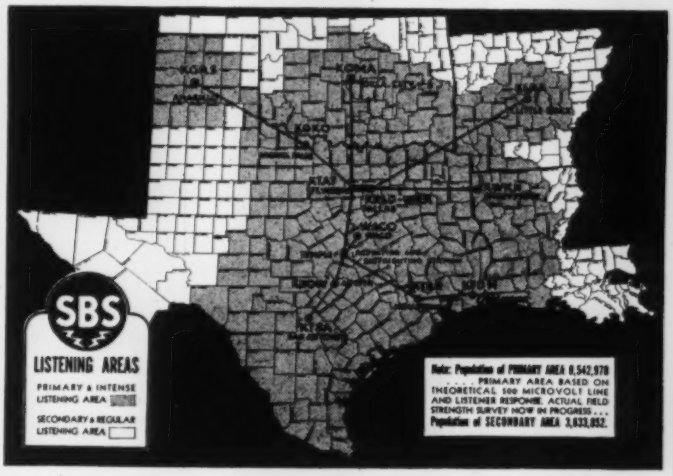
During the summer months, seven million tourists come to Wisconsin and spend $140,000,000 ... income on Wisconsin farms is highest of the year ... Milwaukee industrial payrolls exceed the yearly average.

WTMJ sell this YEAR 'ROUND market thoroughly at low cost.

WTMJ
Milwaukee Journal Station
EDWARD PETRY & CO. Inc.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

SBS IS THE ONLY REGIONAL NETWORK


SBS
LISTENING AREAS
PRIMARY & INTENSE LISTENING AREA
SECONDARY & REGULAR LISTENING AREA
WACO
Note: Population of PRIMARY AREA 8,542,970 .... PRIMARY AREA BASED ON THEORETICAL 500 MICROVOLT LINE AND LISTENER RESPONSE. ACTUAL FIELD STRENGTH SURVEY NOW IN PROGRESS ... Population of SECONDARY AREA 3,633,852.

—Carrying SUSTAINING PROGRAMS in the Southwest

Twelve major stations for 12 major markets, giving intensive radio coverage of the responsive Southwest — Briefly, that's the story of SBS's advantage to you. "It gets them told!"

But remember this point, too — SBS is a *real network* with regular network sustaining programs as well as commercials. It has a *network* audience—ready to receive *your* sales story.

SBS is constantly "ripening" sustaining features for commercial sponsorship. Let SBS or its national representatives give you the facts.

▼

SOUTHWEST BROADCASTING SYSTEM
LEE H. ARMER, President, Fort Worth, Texas
JOHN BLAIR & COMPANY, National Representatives
New York Chicago Detroit San Francisco

Tennessee Hookup

WSM, Nashville, which has been exchanging programs during the summer months with neighboring stations, is broadcasting a half-hour dance program originating in the Peabody Hotel, Memphis, and keyed through WREC of that city. In return WSM is sending WREC a half-hour of the *Grand Ole Opry*. For some time WSM has been sending two weekly programs *Pen-O-Rub Cutups*, sponsored by Plough Inc., Memphis, to WREC, and also exchanges weekly half-hour programs with WLW, Cincinnati.

WJAY

Cleveland
610 Kilocycles

An Independent Station
with
BIG Coverage
in Ohio

Interest In Rival News Services

(Continued from page 15)

and sports departments of ABNA. Both are sponsored by Stuart Hall, San Francisco clothiers, and are dramatized highlights of the past week's news. Wright plans to short wave the features to member stations who are interested.

Transradio Suit

TRIAL of the million dollar suit filed by Transradio Press Service and Radio News Association against the three press associations, the two major networks and the ANPA is meeting with delay. The suit, filed May 21, charges violations of the Sherman and Clayton Acts and the Federal Communications Act. The complaint is based on the allegation of conspiracy and centers around the Press-Radio program of 1934.

Answers to the complaint were due originally on June 14, but all defendants were granted a ten-day extension. The Associated Press and Lloyd Stratton together with the ANPA and E. H. Harris duly filed answer on June 24. The United Press, given a one-day additional extension, filed on June 25.

The answers of NBC, CBS, INS, and certain officers of each were delayed by the filing of three motions. They were argued before Judge Francis G. Caffy in Federal District Court, New York, June 27. One sought to dismiss the entire petition of the plaintiff. A second motion sought to strike out the words in the petition referring to the affidavit of Herbert Moore, president of Transradio, as not being a proper part of the petition. Counsel for the defendants contended that the affidavit should be presented separately. The third motion asked deletion of exhibit A of the petition, which is the Press-Radio plan. Judge Caffy asked counsel for memoranda.

Until rulings on the motions are handed down by the bench the remaining defendants will withhold their answers to the petition.

Answer of ANPA

THE ANSWER of ANPA, after denying that the broadcasting of news is in interstate commerce or that ANPA has exercised any restraint or restriction on the plaintiffs, devotes considerable space to the history of broadcasting and the part played by newspapers in developing the new industry. There follows a somewhat lengthy description of the function of newspapers and a description of the Press-Radio plan.

The answer then turns to a discussion of the plaintiffs. "Neither of the plaintiffs," the answer says, "is a press association engaged in the gathering and sale or distribution of news in the manner customarily engaged in by press associations. Neither of them is engaged, or licensed to engage in the business of radio broadcasting. Neither of them is engaged in the publication of a newspaper. The primary and real business of the plaintiffs, though carried on in the guise of and under representations that they furnish a bona fide news service, is the promotion of advertising programs based more or less upon and co-mingled with news, the sale of news being incidental to and a lure for contracts for radio broadcasting."

The answer goes on to say that Transradio began to resort to "misappropriation" of newspaper news and "other wrongful expedients" to gather news for use in radio advertising programs.

It is further contended that the plaintiffs could have suffered no damage from the Press-Radio plan because neither of them were yet in existence when that plan was drawn up. It is also claimed that in publicity releases Transradio made assertions quite contrary to their claims in the petition that the Press-Radio plan had affected their business and caused them to lose revenue.

Associated Press Reply

THE ANSWER filed by the Associated Press is much shorter and confines itself strictly to the allegations made in the plaintiffs' petition. The A. P. denies having conspired to maintain any illegal combination or that it conspired or combined to restrict or destroy radio broadcasting of news to the people of the United States. The answer admits that the A. P. gave its news to the Press-Radio program, but contends that such action was reasonable, lawful and proper. The answer further denies combination or conspiracy in restraint of trade or foreign commerce in radio broadcasting or in the production or sale of news.

The United Press answer contains three parts. The first is devoted to a description of the United Press Associations and denials of certain sections of the petition. The second part if a factual denial of the allegations set forth in the petition, together with a denial that the Press-Radio plan as furnished by CBS is the correct one. The third sets forth five reasons why, in the opinion of the defendant, the complaint should be dismissed: (1) That the plaintiffs have suffered no damage; (2) that the plaintiffs have not stated a cause of action; (3) misjoinder of the cause of action; (4) that the petition is multifarious; and (5) that no federal or constitutional question has been raised.

Wanted at Once

WHEN R. MORRIS Pierce, chief engineer of WGAR, Cleveland, is away from the station, he knows he is needed at once when he hears the studio announcer say: "This is WGAR with transmitter at Cuyahoga Heights." On the other hand if it is the regular announcement, he knows that all is well. He keeps his home and auto radios constantly tuned to WGAR.

Gold Medal Minstrels

DIRECTLY refuting the old theory that only men will listen to minstrel shows, General Mills, Minneapolis, is launching *The Gold Medal Minstrels* in August over WLW, Cincinnati, to be broadcast for a quarter-hour six mornings weekly, aimed directly at a feminine audience. Advertising Gold Medal Flour, the programs will use live talent exclusively. Blackett-Sample-Hummert Inc., Chicago, is the agency. The same agency is now also placing three other General Mills broadcasts over WLW: *Betty and Bob* for Bisquick, *Jack Armstrong* for Wheaties, and *Betty Crocker* for various General Mills products. These programs were previously placed through other agencies.

Silver Dust Renewed

GOLD DUST Corp., New York, has renewed its WBS transcription announcements for Silver Dust on 25 stations, the renewal contract calling for 52 announcements. The original contract was for seven weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

NIAGARA HUDSON POWER Corp., New York, has renewed for 13 weeks its series of WBS *Little Jack Little* transcriptions on seven New York state stations. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Beginning September 29th

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

Detroit's Outlet For

NBC

BLUE NETWORK PROGRAMS

This affiliation strengthens WXYZ's well established importance to advertisers seeking *Sales Action* in Greater Detroit's rich, responsive, cosmopolitan market.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Representatives*
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS

EASTERN OFFICE:
507 Chanin Building,
122 E. 42nd St.,
Earle Bachman, Manager

WESTERN OFFICE:
Russ Building,
San Francisco, Cal.
Douglas A. Nowell, Manager.

• • *Exclusive* • •
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Government Expert on Television

(Continued from page 17)

sound. The Gaumont-British Co. owns the controlling interest in Baird.

British plans call for erection of 12 transmitters to cover main population centers and four or five of these, they figure, will be in service by the end of 1937. Prospective makers of receivers predict 50,000 receivers will be in service by the end of 1936, five to ten times that many by 1937.

Ability to provide interesting programs is taken for granted by the British, says Mr. Cruse, who feels that the success or failure of the whole project hinges on this point. He reminds that one engineer estimated that if all the pictures produced in England and all those imported were used, the material would provide a program of only ten minutes a day, which according to their present schedule, would leave 170 minutes each day where live talent would be necessary.

Answering the question "who is going to pay the bills?", Mr. Cruse states that 7 million listeners now pay $2.50 for licenses of which BBC gets $1.12, the balance going to the treasury. Now it is proposed to give BBC $2.25 of the fee, an income that would amount to $15,750,000 annually.

What Germans Are Doing

GERMANY: The Ministry of Propaganda now provides a two-hour program three nights a week and the Postoffice supplies programs in mornings and afternoons as well as alternate evenings. These programs are 180-line 25-frame sequentially-scanned transmissions from a 7-meter transmitter in Berlin and are viewed by the public at several places in Berlin. They are proving popular although nearly all of the program material is provided by films. The quality is excellent, says Mr. Cruse.

Eventually a 270-line picture will be used, he understands, the figure being considered the most economically satisfactory standard based on transmission costs and land-line relays using coaxial cable.

German engineers are confident they can produce long-haul cables to handle a band of 3 megacycles, but so far the best they have handled is 5 megacycles over a distance of 100 meters. The post office is considering laying a 3-megacycle cable between Berlin and Frankfort for television relay.

About 25 ultra short-wave transmitters with 20 kw. power will be required to cover main population centers, it is estimated, and a survey of locations has been started with a portable 20 kw. transmitter for both sound and television. It was built by Telefunken and is mounted on several big trucks, one carrying a diesel power plant. About two weeks will be required for each location, after which it is expected that work on the permanent transmitters will be started.

No high-definition television receivers are being sold but all principal manufacturers plan to show models at the August radio show when they will be available for sale. Manufacturers would prefer 270-line definition because they feel 180-line work is not good enough to stimulate sales. They estimate a thousand sets can be sold in the Berlin area this year. A patent pool is being formed. Receivers which could be adapted to 270-line images will sell from $240 to $500. The Loewe Co. already had laid out an assembly line for quantity production.

The German Broadcasting Co. has a television truck to cover news events. It has a low-powered ultra short-wave transmitter for both sound and television, using the intermediate film method, and relays to the high-power transmitter. Reception at the first demonstration during the May Day ceremony was declared satisfactory. A lag of only 90 seconds between taking of the picture and the time it is televised, engineers feel, does not permit a satisfactory sound track and the steel-tape method developed by the Lorenz Co., main television concern, will be tried.

"Television is moving ahead in Germany on what certain appears to be a most thorough basis," says Mr. Cruse, "and the cost is being carried by the license fees plus an additional government appropriation."

France Puts on Speed

FRANCE: Anxious to match England and Germany, the French ministry of posts and telegraphs is deeply interested and is speeding up Standard's television development, realizing it is behind other nations. An experimental 60-line 25-frame transmission operates on 175 meters but no regular schedule is maintained. They plan to go to 90 lines and then 180 as soon as practicable but Mr. Cruse doubts if much progress will be made this year.

Some work is being carried on in other European countries, notably Russia and Italy, Mr. Cruse says, but these developments do not appear to have progressed very far.

"But, mark my words," he states, "we are due to see an entirely different picture in the next two years, particularly in England and Germany."

Justice William Hitz

JUDGE WILLIAM HITZ, associate justice of the Court of Appeals of the District of Columbia, the court which appeals from the old Radio Commission were taken directly and to which appeals may be made from the FCC, died of a heart attack at his home in Washington July 3. He was 63. He was on the bench which upheld the Radio Commission's denials of license renewals to Brinkley, Shuler and Baker, among dozens of other appeals. His passing revived rumors that he might be succeeded by Judge E. O. Sykes, former FRC and FCC chairman, now chairman of the FCC Broadcast Division. Judge Sykes was formerly chief justice of the Supreme ourt of Mississippi.

THE SOBY YARDSTICK
OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave Wilkinsburg, Pa.

Bell President to Tell Uses of Coaxial Cable

FRANK B. JEWETT, president of the Bell Telephone Laboratories, who is one of the leading electrical scientists of the world, was to appear before the full FCC July 15 to explain the development and potential uses of the new coaxial cable of the A. T. & T. Co., which is designed to transmit television images by wire.

The hearing, because of the television possibilities of the new cable, attracted wide interest on the part of the broadcasting industry and was to be attended by representatives of the two broadcasting chain systems and many leading members in the field. The hearing was called on the application of the A. T. & T. Co. and New York Telephone Co., seeking to install the new cable for experimental purposes between New York and Philadelphia by Jan. 1. The Commission was particularly interested in the adaptability of the cable to various types of television transmitting equipment.

NBC Artist "Diplomas"

GRADUATION exercises will be held July 19 over an NBC-WEAF network for five artists who have been given NBC Artists Service contracts after passing the *Air-breaks* broadcasts conducted by J. Ernest Cutting, NBC auditions director. The five are Edith Warren, Dorothy Dreslein and Walter Cassell, singers; Stanley Davis, the "Rolling Stone" and Charles Leland, comedian.

IN SUMMER, WE'RE EXTRY HAPPY!

Come hot weather, we get happier and happier here at WAVE, because that's the time when nature fights on our side! You see, practically all of our 1,000,000 listeners live within 50 miles or so of our station—420,000 of 'em virtually within sight of our tower! Hence summer static can't hurt us much. . . . in fact, it makes our coverage just about as good as *anybody's*—and at *half* the cost! May we—er—elucidate?

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

YOU'VE HEARD THE NEWS FROM N. A. B. CONVENTION

So let us talk about Something Else

Baltimore has had a prosperous spring and summer . . . Business in all trades has been better than in years!

The rich fruit and farm products of Maryland, Delaware and Virginia were favored by nature—and there's plenty of purchasing power being exercised in the prosperous diversified areas served by WBAL, THE ONLY HIGH POWER STATION IN MARYLAND.

★

Place YOUR business on WBAL

★

1060 Kcs.
10,000 Watts
WBAL
Basic Blue Network
N.B.C.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

KVOO
COMPLETE N.B.C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

Official Registration at NAB Convention . . .

(*Continued from page 8*)

John E. Fetzer, WKZO, Kalamazoo.
Birt F. Fisher, KOMO-KJR, Seattle.
M. Dean Fitzer, WDAF, Kansas City.
Mrs. Dean Fitzer, Kansas City.
Leo Fitzpatrick, WJR, Detroit.
Donald Flamm, WMCA, New York.
Ed. Flanigan, WSPD, Toledo.
Sidney S. Fox, KDYL, Salt Lake City.
Gene F. Furgason, Furgason & Aston Inc., Chicago.

Earl H. Gammons, WCCO, Minneapolis.
Mrs. Earl H. Gammons, Minneapolis.
Miss Jeanne Ann Gammons, Minneapolis.
W. W. Gedge, WMBC, Detroit.
Wm. Chas. Gillespie, KTUL, Tulsa.
Glenn D. Gillett, Washington.
John J. Gillin Jr., WOW, Omaha.
Don E. Gilman, KPO, San Francisco.
Benedict Gimbel Jr., WIP., Philadelphia.
Mrs. B. Gimbel Jr., Philadelphia.
Earl J. Glade, KSL, Salt Lake City.
Paul F. Godley, Montclair, N. J.
Frank E. Golder, KFEL-KVOD, Denver.
Timothy S. Goodman, WKRC, Cincinnati.
Purnell H. Gould, WFBR, Baltimore.
Edward L. Gove, WHK, Cleveland.
Murray B. Grabhorn, John Blair & Co., New York.
Donald G. Graham, KJR-KOMO, Seattle.
Wm. B. Greenwald, KWBG, Hutchinson, Kan.
Mrs. W. B. Greenwald, Hutchinson, Kan.
Humboldt J. Greig, KTAT, Fort Worth.
Jack O. Gross, KTBS-KWKH, Shreveport, La.
Wm. C. Grove, KLZ, Denver.
John W. Guider, Hogan, Donovan, Jones, Hartson & Guider, Washington.
Mrs. John W. Guider, Washington.
Mrs. Glenn D. Gillett, Washington.

Kolin D. Hager, WGY, Schenectady.
Clarence T. Hagman, WTCN, St. Paul.
Hugh A. Halff, WOAI, San Antonio.
Guy C. Hamilton, KFBK, Sacramento.
Ray Hamilton, KMOX, St. Louis.
Harold H. Hanseth, KIEM, Eureka, Cal.
R. T. Harris, KDYL, Salt Lake City.
Alfred F. Harrison, United Press, New York.
Fred J. Hart, KGMB, Honolulu, T. H.
J. J. Hartigan, Campbell-Ewald Co., Detroit.

AGUA CALIENTE
Old Mexico
Carefree • Dutyfree
OVERNITE
$5 PER PERSON 2 IN A ROOM
($550 SAT. NITE)
INCLUDES
ROOM WITH BATH
DINNER DANSANT
FLOOR SHOW
See America's Exposition in SAN DIEGO . . . . . and MEXICO—only 20 miles away!
SAVE the cost of your trip by shopping at the CALIENTE Free-Zone SHOPS
RACES NOW CALIENTE JOCKEY CLUB

Harry Harvey, KFAB, Lincoln, Neb.
Alice Harvey, KFAB, Lincoln, Neb.
Donald L. Hathaway, KDFN, Casper, Wyo.
Earl Haverlin, KFI-KECA, Los Angeles.
Clarence W. Hayes, WHBC, Canton, O.
Mrs. Clarence W. Hayes, WHBC, Canton, O.
Carl E. Haymond, KMO, Tacoma.
Mrs. Carl E. Haymond, KMO, Tacoma.
William S. Hedges, WEAF, New York.
Mrs. W. S. Hedges, WEAF, New York.
Joseph Henkin, KSOO, Sioux Falls, S. D.
Mrs. Joseph Henkin, KSOO, Sioux Falls. Falls.
Miss Ruth Henkins, KSOO, Sioux Falls.
Julius M. Hetland, WDAY, Fargo, N. D.
Herman J. Hettinger, NAB, Washington.
Harold C. Higgins, Paul H. Raymer Co., Chicago.
Chas. A. Hill, WIBM, Jackson, Mich.
Mrs. C. A. Hill, Jackson, Mich.
Wm. P. Hilliard, W. P. Hilliard Co., Chicago.
Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.
Mrs. O. C. Hirsch, Cape Girardeau, Mo.
Harry H. Hoessly, WAIU, Columbus.
Herb Hollister, WLBF, Kansas City.
Mrs. Herb Hollister, Kansas City.
Harrison Holliway, KFRC, San Francisco.
John A. Holman, WBZ, Boston.
James F. Hopkins, WJBK, Detroit.
W. L. Hoppes, Elec. Research Products Inc., New York.
C. W. Horn, NBC, New York.
Douglas Hotchkiss, KTHS, Hot Springs, Ark.
Mrs. Douglas Hotchkiss, Hot Springs, Ark.
Miss Ruth Hotchkiss, Hot Springs, Ark.
H. Harold Hough, WBAP, Fort Worth.
Chas. Howell, KFXJ, Grand Junction, Col.
Rex G. Howell, KFXJ, Grand Junction, Col.
Stanley E. Hubbard, KSTP, St. Paul.
Mrs. S. E. Hubbard, St. Paul.
James Hughes, WHBF, Rock Island, Ill.
Frank E. Hurt, KFXD, Nampa, Ida.

W. S. Izzard, KGNC, Amarillo, Tex.

Lowell E. Jackson, KLRA-KRLD, Chicago.
Edward J. Jansen, KVI, Tacoma.
C. M. Jansky Jr., Jansky & Bailey, Washington.
Jesse H. Jay, WIOD, Miami.
Dan Jayne, WELL, Battle Creek.
Ray C. Jenkins, KSD, St. Louis.
Jay A. Johnson, WTAX, Springfield, Ill.
Arthur L. Jones, KOA, Denver.
Mrs. A. L. Jones, Denver.
Rogan Jones, KVOS, Bellingham, Wash.
Warren C. Jones, Bell Telephone Labs., New York.
Leslie Joy, KYW, Philadelphia.

Darrold A. Kahn, KGKO, Wichita Falls, Tex.
Paul H. Karnes, International News Service, New York.
John J. Karol, CBS, New York.
Eugene Katz, Joseph Katz Co., New York.
Lambdin Kay, WSB, Atlanta.
Mrs. Lambdin Kay, Atlanta.
Sydney M. Kaye, CBS.
Al. Kellert, WABY, Albany, N. Y.
Arthur J. Kemp, KNX, Hollywood.
Plug Kendrick, WIRE, Indianapolis.
Lou R. Keplinger, KVOR, Colorado Springs.
Keith Kiggins, NBC, New York.
Mrs. Keith Kiggins, New York.
Gerald King, KFWB, Los Angeles.
J. Russell Knowland Jr., KLX, Oakland, Cal.
Finn Koren, KWTN, Watertown, S. D.

W. Emery Lancaster, WTAD, Quincy, Ill.
Freeman Lang, Freeman Lang Studios, Los Angeles.
Philip G. Lasky, KSFO, San Francisco.
Paul H. La Stayo, WAAT, Jersey City.
Gene W. Lee, KFXM, San Bernardino, Cal.
Clarence Leich, WGBF, Evansville, Ind.
Dalton A. Le Masurier, KFJM, Grand Forks, N. D.
Isaac D. Levy, WCAU, Philadelphia.
Leon Levy, WCAU, Philadelphia.
Rita Levy, Philadelphia.
Leonard Lewis, *Printers' Ink*, New York.
Richard O. Lewis, KTAR, Phoenix, Ariz.
Rodney P. Lien, KSO, Des Moines.
Gene Lindberg, *Denver Post*, Denver.
Howard M. Loeb, WFDF, Flint, Mich.
Mrs. H. M. Loeb, Flint, Mich.
Leo A. Loeb, KDYL, Salt Lake City.

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

Horace L. Lohnes, KDKA, Pittsburgh.
Buryl Lottridge, KOIL - KFAB - KFOR, Omaha.
Philip G. Loucks, NAB, Washington.
I. R. Lounsberry, WGR-WKBW, Buffalo.
H. G. Love, CFCN, Calgary, Alta.
Paul A. Loyet, WHO, Des Moines.
J. Thomas Lyons, WCAO, Baltimore.
Mrs. J. Thos. Lyons, Baltimore.

C. P. MacGregor, MacGregor & Sollie, Sa Francisco.
C. L. McCarthy, KQW, San Jose, Cal.
Hugh S. McCartney, WCCO, Minneapolis.
Mrs. Hugh S. McCartney, Minneapolis.
James McConnell, NBC, San Francisco.
John C. Mc Cormack, KWKH-KTBS, Shreveport, La.
Alfred J. McCosker, WOR, New York.
R. G. McCurdy, Graybar Elec. Co., Kansa City.
G. B. McDermott, WENR, Chicago.
Lawrence W. McDowell, KFOX, Long Beach, Cal.
Ben S. McGlashan, KGFJ, Los Angeles.
Joseph H. McGillvra, Joseph McGillvra, New York.
Mrs. J. H. McGillvra, New York.
James C. McNary, NAB, Washington.
Joseph O. Maland, WHO, Des Moines.
Glenn Marshall, WMBR, Jacksonville, Fla
K. G. Marshall, WBRC, Birmingham.
Reginald Martin, KSO, Des Moines.
Robt. S. Maslin, WFBR, Baltimore.
Frank E. Mason, NBC, New York.
Richard H. Mason, WPTF, Raleigh, N. C
Don C. Mather, WIBM, Jackson, Mich.
Mrs. Don C. Mather, Jackson, Mich.
Fred E. Mayhew, KASA, Elk City, Okla
Edythe F. Melrose, WJAY, Cleveland.
F. W. Meyer, KLZ, Denver.
Mrs. F. W. Meyer, Denver.
Carl J. Meyers, WGN, Chicago.
J. I. Meyerson, WKY, Oklahoma City.
J. L. Middlebrooks, WAPI, Birmingham.
Mrs. J. L. Middlebrooks, Birmingham.
Russell Middleton, KGNC, Amarillo, Tex.
C. E. Midgley Jr., Batten, Barton, Durstine & Osborn, New York.
Mrs. C. E. Midgley Jr., New York.
Nana Miller, Denver.
A. C. Moffat, WMAS, Springfield, Mass.
Herbert S. Moore, Trans-Radio Press Service, New York.
James M. Moroney, WFAA, Dallas.
Art J. Mosby, KGVO, Missoula, Mont.
Chas. W. Myers, KOIN-KALE, Portland, Ore.
Mrs. C. W. Myers, Portland, Ore.

A. E. Nelson, KOA, Denver.
Mrs. A. E. Nelson, Denver.
Dick Niles, KRGV, Weslaco, Tex.
Carl Nissen, KNX, Hollywood.
Sidney Q. Noel, W9XBY, Kansas City.
Mrs. S. C. Noel, Kansas City.
Gilmore N. Nunn, KGNC, Amarillo, Tex

William O'Brien, Crowell Pub. Co., New York.
Gene O'Fallon, KFEL-KVOD, Denver.
Mrs. Gene O'Fallon, Denver.
Henry Orbach, KFEL-KVOD, Denver.
Mrs. Henry Orbach, Denver.
B. F. Orr, KTRH, Houston.
Mrs. B. F. Orr, Houston.

Eugene G. Pack, KSL, Salt Lake City.
Mrs. Eugene Pack, Salt Lake City.
Joe C. Page, Ross Fed. Research, Denver
Fred A. Palmer, WBNS-WCOL, Columbus, O.
Mrs. Fred A. Palmer, Columbus, O.
John F. Patt, WGAR, Cleveland.
S. H. Patterson, KVOR, Colorado Springs
W. L. Paul, N. W. Radio Adv. Co., Seattle
Herbert M. Peck, WKY, Oklahoma City.
Elmer D. Pederson, KNX, Los Angeles.
Edward Petry, Edward Petry & Co., New York.
Mrs. Edward Petry, New York.
Herbert L. Pettey, Federal Communications Commission, Washington.
C. G. Phillips, KIDO-KORE, Boise, Ida.
C. F. Phillips, WFBL, Syracuse.
Thos. M. Pledge, International News Service, New York.
Robt. E. Poole, Bell Telephone Laboratories, New York.
Hugh J. Powell, KGGJ, Coffeyville, Kans
D. J. Poyner, WMBH, Joplin, Mo.
Anning S. Prall, Federal Communications Commission, Washington.
Elmer W. Pratt, Attorney, Washington.
Vernon H. Pribble, WTAM, Cleveland.
Cecil U. Price, KFH, Wichita.
Frank Purkett, Freeman Lang Studios, Los Angeles.
William D. Pyle, KFEL-KVOD, Denver.
Mrs. W. D. Pyle, Denver.
K. W. Pyle, KFBI, Abilene, Kan.

Wm. B. Quarton, WMT, Cedar Rapids.
Frank Quinn, KLZ, Denver.

Wm. G. Rambeau, WOR, Chicago.
Paul H. Raymer, Paul Raymer Co., New York.

Harold C. Read, American Telephone & Telegraph Co., New York.
Earl C. Reineke, WDAY, Fargo, N. D.
O. E. Richardson, Graybar Electric Co., New York.
Stephen R. Rintoul, World Broadcasting System, New York.
Graham A. Robertson, WLS, New York.
Hubbell Robinson Jr., Young & Rubicam Inc., New York.
Naylor Rogers, KNX, Hollywood.
Reid T. Rollo, Attorney, Washington.
Mrs. Reid T. Rollo, Washington.
E. J. Rosenberg, New York.
Manuel Rosenberg, *The Advertiser*, Cincinnati.
Eugene J. Roth, KONO, San Antonio.
Monroe F. Rubin, WJAY, Cleveland.
Mefford R. Runyon, CBS, New York.
Mrs. M. R. Runyon, New York.
Frank M. Russell, WRC, Washington.
John H. Ryan, WSPD, Toledo.
Quin A. Ryan, WGN, Chicago.

John T. Schilling, WHB, Kansas City.
Wm. A. Schudt, WBT, Charlotte, N. C.
Robert F. Schulz, WDAY, Fargo, N. D.
Don Searle, WIBW, Topeka.
Paul M. Segal, WRBX, Roanoke, Va.
Harry A. Seils, WNAX, Yankton, S. D.
M. H. Shapiro, *Billboard*, New York.
Arch Shawd, CKLW, Detroit.
John Shepard, III, WNAC, Boston.
H. H. Shinnick, WWAE, Washington.
Howard A. Shuman, KARK.
Miss Bert Siebert, NAB, Washington.
Henry W. Slavick, WMC, Memphis.
Mrs. H. W. Slavick, Memphis.
Clifford L. Sleininger, Free & Sleininger Inc., Chicago.
Arthur L. Smith, KFIO, Spokane.
Calvin J. Smith, KFVD-KFAC, Los Angeles.
Geo. W. Smith, WWVA, Wheeling.
Harold E. Smith, WOKO, Albany.
T. A. Smith, RCA Mfg. Co., New York.
Vernon H. Smith, WREN, Lawrence, Kan.
William L. Smith, Western Elec. Co., Hollywood.
Wm. B. Smullin, KIEM, Eureka, Cal.
Glenn Snyder, WLS, Chicago.
W. E. Sparling, *Gazette-Telegraph*, Colorado Springs.
Paul D. P. Spearman, Washington, D. C.
Edwin M. Spence, WBAL, Baltimore.
Harry R. Spence, KXRO, Aberdeen, Wash.
Mrs. H. R. Spence, Aberdeen, Wash.
Ernest L. Spencer, KREG, Santa Ana, Cal.
Lindsay Spight, John Blair & Co., San Francisco.
Stuart Sprague, WJZ, New York.
Burt Squire, WHK, Cleveland.
O. S. Stauffer, KGFF, Shawnee, Okla.
Jack Stewart, WFIL, Philadelphia.
Jack Stilwill, WIRE, Indianapolis.
Lawrence W. Stinson, KVOO, Tulsa.
John J. Storey, WTAG, Worcester, Mass.
Norman F. Storm, KOL, Seattle.
M. H. Straight, WHB, Kansas City.
Miss Frances Street, Birmingham.
Theodore C. Streibert, WOR, New York.
H. E. Studebaker, KUJ-KRLC, Walla Walla, Wash.
T. W. Symons Jr., KFPY, Spokane.

Archie O. Taft, KOL, Seattle.
Cy Taillon, KGHL, Billings, Mont.
Sol Taishoff, BROADCASTING Magazine, Washington.
Cliff Taylor, WBEN, Buffalo, N. Y.
F. G. Taylor, BROADCASTING Magazine, Washington.
H. L. Taylor, KABC, San Antonio.
Hugh S. Taylor, Graybar Electric Co., New York.
O. L. Taylor, KGNC, Amarillo, Tex.
Mrs. O. L. Taylor, Amarillo, Tex.
Lloyd C. Thomas, WROK, Rockford, Ill.
Robt. M. Thompson, KQV, Pittsburgh.
Roy F. Thompson, WFBG, Altoona, Pa.
Donald W. Thornburgh, WBBM, Chicago.
Mrs. D. W. Thornburgh, Chicago.
E. W. Thurston, Western Electric Co., New York.
Kern Tips, KPRC, Houston, Tex.
Merritt E. Tompkins, Assoc. Music Pub., New York.
Niles Trammell, NBC, Chicago.
Edgar N. Twamley, WBEN, Buffalo.

Joe H. Uhalt, WDSU, New Orleans.

Harold C. Vance, RCA Mfg. Co., Chicago.
J. L. VanVolkenburg, KMOX, St. Louis.
Mrs. J. L. VanVolkenburg, St. Louis.
Nona Veatch, Denver.
Peyton Veatch, KFEL-KVOD, Denver.
Clarence H. Venner, Conquest Alliance Co., New York.
Edward E. Voynow, Edward Petry & Co., Chicago.

Len J. Wagner, National Research Bureau, Chicago.
Judith C. Waller, NBC, Chicago.
J. T. Ward, WLAC, Nashville.
Wm. B. Way, KVOO, Tulsa.
John H. Weiser, Botsford, Constantine & Gardner, Los Angeles.
Lewis Allen Weiss, WJR, Detroit.
Wiley D. Wenger, KFNX, Shenandoah, Ia.
Mrs. Wiley D. Wenger, Shenandoah, Ia.
Arthur Westlund, KRE, Oakland, Cal.
Maurice J. Wetzel, NBC, Chicago.
Harold Wheelahan, WSMB, New Orleans.
Clarence Wheeler, WHEC, Rochester, N. Y.
Cy Whitaker, MacGregor & Sollie, San Francisco.*
Edwin M. Williams, United Press, New York.
Warren P. Williamson, WKBN, Youngstown, O.
R. Early Willson, KABC, San Antonio.
Gordon J. Willox, WDBO, Orlando, Fla.
Howard H. Wilson, Howard Willson Assoc., Kansas City.
L. B. Wilson, WCKY, Cincinnati.
Earl W. Winger, WDOD, Chattanooga.
Mrs. Earl W. Winger, Chattanooga.
Lou R. Winston, Radio Prod. Sales, Hollywood.
Donald Withcomb, WFIL, Philadelphia.
W. M. Witty, RCA Mfg. Co., Dallas.
Harvey Wixson, KGA-KHQ, Spokane.
Harry A. Woodman, KDKA, Pittsburgh.
Samuel Woodworth, WFBL, Syracuse.
Edgar M. Woody, KASA, Elk City, Okla.
Hoyt Wooten, WREC, Memphis.
Dick Wylie, Don Lee System, Los Angeles.
Mrs. Dick Wylie, Los Angeles.
Karl O. Wyler, KTSM, El Paso.
W. Avera Wynne, WEED, Rocky Mount, N. C.

Dr. Geo. Young, WDGY, Minneapolis.
H. E. Young, Western Electric Co., New York.

Ed Zimmerman, WTAM, Cleveland.

FOURSOME—Hal Finnerty, KFEL; Jerry Akers, KFEL; Art Croghan, WDGY; Don Anderson, WIL.

COURT GETS AIR
WHIO Cuts Off Judge, Bringing Flocks of Squawks

WHIO, Dayton, O., got a quick demonstration of the pulling power of its municipal courtroom programs recently when it cut off Judge Null M. Hodapp in the middle of what WHIO calls "an extemperaneous diatribe in connection with his recent domestic troubles."

Immediately after cutting off the program, WHIO and the court clerk's office were swamped with calls, many of them long distance. The *Daily News*, newspaper affiliate, carried a front-page box explaining the cutoff.

Judge Hodapp, who has filed a $50,000 alienation of affection suit against Dr. John Finley Williamson, director of the Westminster Choir in which Mrs. Hodapp is a soloist, asked Chuck Gay, WHIO announcer, if he might talk for a few minutes before calling the first case. For 10 minutes he told the audience of his domestic troubles, appealing to public opinion, but when he began indulging in specific personalities, according to Gay, the talk was cut. The incident was the main topic of discussion in the WHIO area for days.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.

Georgians Organizing

A MEETING of Georgia's broadcasting stations for the purpose of organizing a state association affiliated with the NAB has been called in Savannah July 25 and 26. WTOC, Savannah, will be host to the group who will headquarter at the Hotel DeSoto. The meeting has been called by W. T. Knight, WTOC manager; E. K. Cargill, WMAZ, Macon, and Steve Cisler, WJTL, Atlanta.

MILLER FUR Co., Chicago retail furrier, has contracted for 100 quarter-hour broadcasts, four weekly, over WMAQ, Chicago, and a similar number over WENR, Chicago, beginning in July and running until June, 1936. Charles Silver & Co., Chicago, is the agency.

DON'T FORGET
The
Hare
And The
Tortoise

Get your "head start" with some economical institutional advertising this summer.

Ask Us

WMEX

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

We're 'IN THE MIDDLE'
. . . and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

. . . And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS
50,000 WATTS . 820 KILOCYCLES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Urges United Legislative Front

(Continued from page 15)

of the FCC under the law to take an active interest in, and, if it deems necessary, to regulate broadcast programs. His reasoning was similar with that expressed in the report of the Standing Committee on Communications of the American Bar Association, published elsewhere in this issue.

"Your committee," he said, "desires to emphasize just as strongly as possible the importance of this matter. It holds no brief for any form of fraudulent or misleading advertising, and certainly none for advertising which may be injurious to health, but it urges very strongly on your Association the importance of finding out whether radio broadcasting is to be regulated as to its advertising by the same laws which apply to other media, or whether it is willing to admit that the FCC has the right to use its licensing power as a means of indirect censorship over radio programs.

"It may be that such action is justified in the public interest, but in that case the industry is entitled to know what standards the Commission proposes to set up. In the judgment of your committee, it is utterly illogical that a station should be threatened with the loss of its license by reason of the broadcasting programs which, so far as it knows, are not in contravention of any existing law. If an advertisement is illegal, the same methods which would prevent its publication in a newspaper ought to be adequate to prevent its being broadcast. If it is not illegal, it seems utterly unreasonable that a broadcaster should be threatened with the loss of his license for giving publicity to it."

Special Control

ON THIS score, Mr. Bellows said also that the industry should arrive at some definite conclusion as to its position in this matter. "On the one hand," he asserted, "there is the possibility of controlling advertising exactly as advertising in other media is controlled. On the other hand, the Commission is apparently proceeding on the assumption that radio advertising needs a special type of control which does not apply to any form of printed advertising. Nobody would think of threatening a newspaper with extinction because it published an objectionable advertisement. The paper might properly be prevented by legal means from continuing to publish such advertising, and the advertiser himself might be punished, but there is certainly no way in which the very existence of the paper could be threatened."

Touching upon pending food and drug legislation, Mr. Bellows again berated the industry for failure to reach a definite stand. The Senate already has passed the Copeland Bill (S. 5) which among other things provides for the regulation of advertising by the Secretary of Agriculture. The Mead Bill (H. R. 6906), he said, leaves the regulation of advertising to the Federal Trade Commission. He said it was impossible to secure a definite expression from broadcasters on these divergent bills.

Pointing out that this major issue is extremely important, Mr. Bellows said that regulation by the FTC involves simply an extension of a system already in effect. Regulation by the Secretary of Agriculture involves setting up new machinery which, in part, will necessarily duplicate the work of the FTC. He stated:

"It is the belief of your committee that such duplication is undesirable, and that the basic purpose of establishing control of advertising in the Department of Agriculture is to set up what may easily develop into a form of censorship. While fully recognizing the vital importance of adequate protection for public health, your committee believes that such a protection can be effectively provided without the creation of a new bureaucracy to regulate advertising."

Problems of the Year

Concluding, Mr. Bellows said:

"No one can foretell what will be the major legislative problems of the coming year, but there will certainly be plenty of them. Your chairman does not believe that your Association needs to employ, or should employ, a lobbyist as such. He does emphatically believe, exactly as he advised you in Cincinnati nearly a year ago, that your Association should so expand its Washington staff as to provide adequately for the maintenance of an efficient service covering legislation, education, and public relations. It is believed that these three activities could well be concentrated in the hands of one man, as they are closely inter-related."

Particular emphasis was laid by Mr. Bellows upon state taxation. First he pointed to the decision of the Supreme Court of Georgia last January, in which it upheld the right of the City of Atlanta to impose an occupational tax on Oglethorpe University's (WJTL) broadcasting station. Appealed to the U. S. Supreme Court, the case was dismissed when it appeared that the issue could better be determined on the basis of a more complete record in some other case.

Northwest Case

THIS RECORD, Mr. Bellows said, was available in the case of Fisher's Blend Station Inc. (KOMO, Seattle) against the Washington State Tax Commission. The lower court had enjoined the State Commission from collecting a tax on the gross revenue of the station, and then, last May, the Supreme Court reversed the lower court, with the Chief Justice dissenting. These two decisions, Mr. Bellows declared, if permitted to stand, mean substantially that every station may be taxed, either on the basis of a percentage of its gross revenue, or through a special occupation tax, not only by the state but by the county or municipality. He urged the industry promptly and vigorously to cooperate in an effort to get the case before the highest tribunal.

The record is excellent, Mr. Bellows said, with the KJR lawyers having done an admirable piece of work, adding: "In the opinion of many attorneys consulted by your Committee, the Washington decision runs directly counter to the whole course of relevant decisions by the Supreme Court of the United States, and it is the belief of your committee that an appeal has considerable chance of success."

Western Electric Offers New Type of Transmitter

A NEW 100-250 watt high-fidelity broadcast transmitter of revolutionary design, developed by Bell Telephone Laboratories, has been announced by Western Electric and was shown for the first time at the NAB convention at Colorado Springs. The transmitter embodies innovations, both electrical and mechanical, throughout its entire design and introduces three which are altogether new to the radio broadcasting field.

These three are the stabilized feed-back principle for controlling the production of audio frequency harmonics and noise within the transmitter, generally recognized as the outstanding problem in achieving high-fidelity transmission; an automatic delay circuit for use with mercury vapor rectifiers; and the first application in a broadcast transmitter of the low temperature coefficient (so-called AT cut) crystals.

The Hotel Ambassador

NEW YORK

Located on aristocratic Park Avenue, this world renowned hotel combines luxury with convenience.

Single rooms from $5.00

Double rooms from $7.00

FEDERAL TELEGRAPH CO. RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

Canadian Loophole In Radio License Statute Continues

Evaders Not to Be Prosecuted; Political Turmoil Prevails

By JAMES MONTAGNES

THE CANADIAN Parliament has prorogued and the members are getting ready for an election. Before they departed for their homes Parliamentarians failed to pass an amendment to the Canadian Radio Act which officials have been anxious to see incorporated in the act. The loophole by which listeners can evade payment of the annual license for a receiver was not plugged and inspectors throughout the country are understood to have been instructed not to prosecute listeners who fail to take out a license. Since license collections maintain the CRC this situation may have serious consequences.

The election is given as the excuse for the warning about prosecutions. Nevertheless the vendors of radio licenses are busy trying to sell licenses on the house-to-house system, for these political appointments which net 15% are considered shaky due to the belief that the Conservative government may be overwhelmingly defeated.

The $2 annual license fees for a radio receiver have so far been collected on the assumption that a radio receiver is as much a radio installation as that of a ship or an amateur transmitting-receiving station. There has been opposition, and many have been fined in court and forced to buy a license. One case in Windsor has been appealed a number of times, and the findings in that case resulted in an amendment being asked by the radio branch to aid in enforcing the collection of licenses. The amendment is still to become part of the Canadian Radio Act. Until then radio listeners who refuse to pay the annual fee, have a loophole of escape. But few of them know about it.

Parliament also found just before closing that the bill lengthening the life of the Radio Commission as passed by the House of Commons was not pleasing to the Senate. Premier Bennett demanded that the Senate pass the bill as it passed the House. Hon. Arthur Meighen, government leader in the Senate, told Mr. Bennett that the Senate would not be dictated to, even by the Prime Minister, and Premier Bennett apologized. The Senate passed the radio bill as it saw fit with amendments, sent it to the House, which passed it as amended. The Radio Commission lives till March 31, 1936, but the bill as amended does not guarantee that the commissioners will remain in power that long. Following the election the present three commissioners, Hector Charlesworth, Jacques Cartier, and Col. A. Steel, may be immediately replaced, depending on which of the four parties wins the contest.

A plan which is received favorably in some circles is to do away with the commissioners, appoint a general manager, and managers of the various branches of the broadcasting industry under him. But no matter whether this plan or the present of having three commissioners handle nationalized broadcasting in Canada, there is little likelihood of broadcasting going back into private hands. Nationalized broadcasting has the backing of all political parties.

* * *

THE INVESTIGATION into the Canadian Performing Rights Society still continues. At the Ottawa hearing recently it was learned from E. G. Gowling representing the CRC that the Society claimed fees for 40 musical works which were not registered under the copyright act of 1924. These selections it was pointed out cannot now be copyrighted by the Society because they were not registered before 1924. Judge James Parker, the commissioner hearing the charges against the Society, stated that he would consider the Radio Commission's contention on these unregistered works, adding that it was a matter for legal argument.

* * *

DAVE MILLER formerly with CFRB, Toronto, is now connected as manager of the new 1,000 watt station at Sudbury, Ont., which is to open shortly as CKSO carrying CRC, New York and local programs. Len Parkes, formerly chief engineer of CKCL, Toronto, is chief engineer of the new station.

ON FOUR NETWORKS

WXYZ to Be With NBC, Mutual Canadian & Michigan

THE DISTINCTION of being the only station in the world receiving programs from four networks and producing programs for three of them is claimed by WXYZ, Detroit, when it joins the NBC-WJZ network Sept. 29 in lieu of WJR, which then joins CBS. WXYZ for more than a year has been key of the eight-station Michigan Network, and the last two years it has been broadcasting outstanding programs of the Canadian Radio Commission's network as well as producing occasional programs for Canada.

It will maintain these affiliations, and in addition to joining NBC, WXYZ will maintain an association with the Mutual Broadcasting System, continuing to produce its *Lone Ranger* radio dramas for that network three times weekly as well as receive MBS commercials. After Sept. 29, however, CKLW, Detroit-Windsor, also will affiliate with MBS.

Lost His Pants

GARY BRECKNER, chief radio announcer at the San Diego Exposition for programs on both NBC and CBS, uses a bicycle to hop from one remote point to another. The other day he cycled into a fire hydrant, renting asunder both trouser legs from hip to ankle, plus facial bruises. Thus exposed, he took refuge in a nearby nudist colony pending repairs to his trousers.

Modern Merchandising

(*Continued from page 49*)

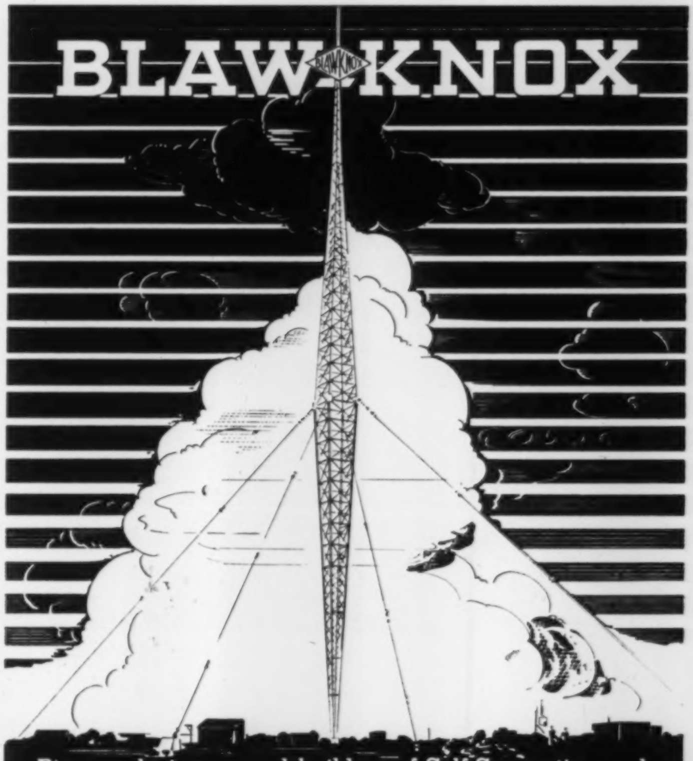
soring the campaign. Or, in the case of gasoline accounts and similar advertisers, the employes can be called to the station either to see the actual broadcast or to view a special performance by the talent.

Radio merchandising is endless; these are only a few methods that can be used to secure dealer and salesperson support. So long as radio remembers its grip on the imagination of the public and its appeal of theatre, new merchandising methods will develop.

Briefly then, here are four principles for radio stations to follow in connection with increased competition and modern merchandising: 1. Know the problems of the client from his own side of the desk. 2. Use methods to solve these problems that are in accordance with the tradition and experience of the client's trade. 3. Publicize the program to all concerned, from the factory employee to the consumer. 4. Keep the program alive once it goes on the air by constant stimulation of the client's imagination and the advertising agency organization.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

K-A-X
PATENT PENDING
KEAR ANTENNA EXCITATION SYSTEM
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKRC, WORC, WPEN, WPRO, WORK, W1XBS
A *STABILIZED* DIRECTIVE SYSTEM WHICH WILL:
Reduce interfering signals with neighboring stations on same channel.
Increase service area in non-interfering zones.
Designed, constructed and installed to meet your requirements.
WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building — Washington, D. C.



Pioneer designers and builders of Self-Supporting and Guyed Type Vertical Radiators for the world's foremost Broadcasting Stations. Descriptive literature on request.
BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING · PITTSBURGH, PENNA.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
JUNE 27 TO JULY 12, INCLUSIVE

Decisions . . .

JULY 2

WOW, Omaha — Granted modif. CP transmitter site, equip., extend completion.

WPAY, Portsmouth, O.—Granted license for CP move from Mt. Orab to Portsmouth, new equip., 1370 kc 100 w unltd.

WHEF, Kosciusko, Miss.—Granted license for CP move transmitter.

KWBG, Hutchinson, Kan.—Granted license for CP new station 1420 kc 100 w unltd.

WBBM, Chicago—Granted license for CP increase from 25 to 50 kw, new equip.

WHDL, Olean, N. Y.—Granted consent vol. assignment license to Olean Brdcstg. Co. Inc.

WJEJ, Hagerstown, Md.—Granted extension temp. auth. spec. hours.

KGKB, Tyler, Tex.—Granted temp. auth. operate spec. hours.

WMFI, New Haven—Granted modif. CP transmitter & studio sites, change equip., extend completion.

KWKH, Shreveport, La. — Granted extension exp. auth. 1100 kc unltd. directional antenna N to 2-1-36.

WOKO, Albany, N. Y. — Granted CP move transmitter Central Ave. & Tremont St., erect ¼ wave vertical tower, change equip.

WMT, Cedar Rapids—Granted license CP move transmitter to 7½ mi. NE Cedar Rapids.

WJJD, Mooseheart, Ill. — Granted CP move transmitter to Des Plains, Ill., erect vertical radiator.

KLUF, Galveston, Tex.—Granted extension exp. auth. 250 w D to 1-1-36.

NEW, Monocacy Brdcstg. Co., Rockville, Md.—Granted CP 1140 kc 250 w D.

SPECIAL AUTHORIZATIONS—WCAU, Philadelphia, granted temp. auth. use present 1 kw aux. transmitter as main 8-9:30 a. m. pending repairs 2 weeks; KFIZ, Fond du Lac, Wis., granted extension temp. auth. spec. hours to make tests; KFVD, Los Angeles, granted auth. operate without approved freq. monitor 30 days; WDGY, Minneapolis, granted auth. operate without approved freq. monitor 3 weeks; KGEK, Sterling, Col., granted temp. auth. spec. hours; KTAT, Fort Worth, granted temp. auth. operate without approved freq. monitor to 7-23-35; WHBY, Green Bay, Wis., granted temp. auth. remain silent 7-4-35; KGKO, Wichita Falls, Tex., granted temp. auth. operate without approved freq. monitor to 7-23-35.

SET FOR HEARING—NEW, Wayne Brdcstg. Co., Hamtramack, Mich., 1370 kc 100 w D; NEW, Champaign News-Gazette Inc., Champaign City Limits, Ill., 1370 kc 100 w unltd.; NEW, Pauline Holden, Porterville, Cal., 1210 kc 100 w unltd.; KFIM, Beaumont, Tex., applic. modif. license from 500 w N 1 kw D to 1 kw; NEW, G. A. Patterson, Chattanooga, 1200 kc 100 w unltd.; WJAS, Pittsburgh, modif. CP increase from 2½ to 5 kw D; NEW, Robert E. Cole, Washington, Pa., amend CP in hearing docket to 1350 kc 250 w D; KFJM, Grand Forks, N. D., amend CP in hearing docket from 1370 to 1410 kc, 100 w to 1 kw N 5 kw N, change antenna; KDYL, Salt Lake City, amend CP in hearing docket new equip., increase from 1 to 5 kw (to be heard en banc); NEW, American Brdcstg. Corp. of Ohio, Brooklyn, O., CP 890 kc 500 w N 1 kw D unltd.; KGA, Spokane, exp. auth. change from 1470 to 950 kc 1 kw N 5 kw D.

MISCELLANEOUS — KQV, Pittsburgh, denied extension temp. exp. auth. operate simul.-WSMK, Dayton, O., spec. hours; WSMK, Dayton, same with KQV; NEW, Jackson D. Magenau, Erie, Pa., denied change of hearing date; WMAN, Mansfield, O., same; J. David Stern, New York, granted motion to reinstate applic. CP 810 kc 500 w spec., facilities WNYC, granted leave to file appearance hearing 10-24-35 hearing applic. WLWL; NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal., amended applic. new station 1310 kc to be heard with applic. Howard W. Haskett for new station at Santa Rosa, Cal., 1280 kc; WATR, Waterbury, Conn., granted continuance hearing 8-9-35 to 8-12-35; KIEM, Eureka, Cal., granted request take depositions; WJBW, New Orleans, reconsidered action in designating renewal for hearing and granted same.

APPLICATIONS DISMISSED (request of applicants) — WEHC, Charlottesville, Va., exp. auth. 1420 kc 100 w 250 w LS simul.-WEED N; NEW, Herbert Lee Blye, Lebanon, Pa., 1240 kc 250 w D; NEW, Herbert Lee Blye, Uniontown, Pa., 1420 kc 100 w D.

ACTIONS ON EXAMINERS' REPORTS—WAAT, Jersey City, granted renewal license 940 kc 500 w D, granted license for CP move transmitter locally, new equip., sustaining Examiner Hyde; KCRC, Enid, Okla., granted modif. license from 1370 to 1360 kc, increase from 100 w 250 w D to 250 w unltd., sustaining Examiner Hyde in part; NEW, Price Siever, O. L. Bayless, J. W. Steele Jr., Duncan, Okla., denied CP new station 1500 kc 100 w unltd., sustaining Examiner Hyde; NEW, Raymond L. Hughes, Midland, Tex., denied CP 1200 kc 100 w D and E. F. Houser & Clyde Miller d/b Big Spring Brdcstg. Co., Big Spring, Tex., denied CP new station 1210 kc 100 w D, both sustaining Examiner Walker.

RATIFICATIONS:

WBAA, W. Lafayette, Ind.—Granted temp. auth. spec. hours (6-24).

KNOW, Austin, Tex.—Granted extension exp. auth. use transmitter without approved freq. monitor spec. antenna in July (6-29).

WBBM, Chicago—Granted extension program tests 15 days (6-28).

JULY 9

KWK, St. Louis—Granted auth. install automatic freq. control.

W1XBS, Waterbury, Conn.—Granted renewal exp. license to 12-1-35.

SPECIAL AUTHORIZATIONS—WAPI, Birmingham, granted temp. auth. operate without antenna ammeter 10 days; WFBC, Greenville, S. C., granted extension temp. auth. operate portable transmitter for field measurements.

SET FOR HEARING—WMMN, Fairmont, W. Va., modif. CP from 890 to 850 kc, unltd. to D, extend completion; KQV, Pittsburgh, modif. license to 890 kc 500 w unltd., asks facilities WMMN; WGAR, Cleveland, modif. license from 1450 to 890 kc, asks facilities WMMN; WBNX, New York, applic. CP move locally, increase from 250 w to 1 kw; KGBU, Ketchikan, Alaska, applic. CP change equip., increase from 500 w to 1 kw N 5 kw D.

APPLICATION DENIED — NEW, A. Corenson, Pasadena, Cal., CP 1480 kc 100 w D, heretofore set for hearing, denied as in default.

APPLICATIONS DISMISSED—WFEA, Manchester, N. H., exp. auth. 1340 kc 1 kw unltd.; WKRC, Cincinnati, modif. CP 550 kc 1 kw 5 kw LS unltd., extend completion; WMT, Cedar Rapids, Ia., modif. exp. auth. use S. A. at new location 600 kc 1 kw 2½ kw LS unltd.

MISCELLANEOUS — NEW, Centennial Brdcstg. Corp., Dallas & NEW, Dallas Brdcstg. Co., Dallas & KGBX, Tyler Tex., granted petition extending to 8-1-35 within which to file exceptions to Ex. Rep. I-64, due 7-10-35; NEW, North Side Brdcstg. Corp., New Albany, Ind., denied reconsideration and grant without hearing applic. 1370 kc 250 w D; NEW, Miles J. Hansen, Fresno, Cal., granted request take depositions in support applic. CP; Palmer Brdcstg. Syndicate Inc. & Cumberland Brdcstg. Co. Inc. & Eastern Brdcstg. Co., granted continuance hearing scheduled 7-31-35 on applications new stations at Portland, Me., 1210 kc 100 w unltd.; WMBR, Jacksonville, Fla., granted postponement 30 days from 7-9-35 of effective date decision denying applic. increase power to give Commission time to consider applic. move station, use new antenna and change equip.; KJR, Seattle, denied reconsideration and grant without hearing applic. increase to 10 kw, hearing scheduled for 5-9-35 continued until further notice; NEW, Springfield Newspapers Inc., Springfield, O., denied reconsideration and grant without hearing applic. 1120 kc 250 w D; WDAY, Fargo, N. D., granted motion intervene applic. Robert K. Herbst for new station at Moorhead, Minn., 1310 kc.

RATIFICATIONS:

KOMO, Seattle—Granted auth. operate KIEL for 30 days, 1622, 2150 kc 2.4 w (7-5).

KMBC, Kansas City—Granted auth. extend test period 30 days (7-2).

KNBO, Kansas City—Granted auth. for tests (7-2).

KNBM, Oklahoma City—Same.

KFOR, Longview, Tex.—Granted request take depositions (7-3).

KMA, Shenandoah, Ia.—Granted request take depositions (7-6).

NEW, H. Russell Bishop, Wichita — Granted to 7-10-35 to file appearance on behalf of Chas. C. Theis, Wichita (7-3).

NEW, Eagle Rock Brdcstg. Co.—Granted request extension of time for attorney to file written appearance (7-3).

Examiners' Reports . . .

WIND, Gary, Ind.—Examiner Dalberg recommended (I-67) that applic. increase to 5 kw LS be granted.

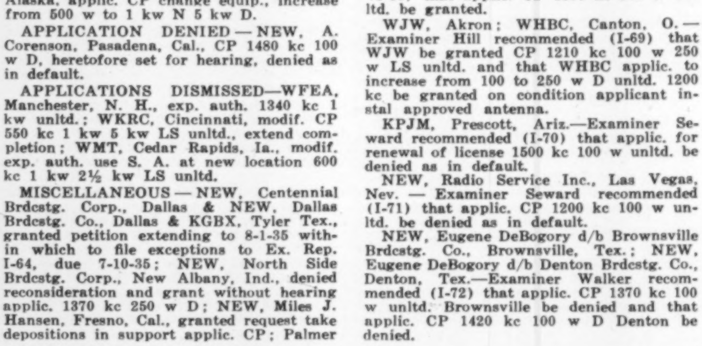
NEW, George B. Bairey, Valley City, N. D.—Examiner Dalberg recommended (I-68) that applic. CP 1500 kc 100 w unltd. be granted.

WJW, Akron; WHBC, Canton, O.—Examiner Hill recommended (I-69) that WJW be granted CP 1210 kc 100 w 250 w LS unltd. and that WHBC applic. to increase from 100 to 250 w D unltd. 1200 kc be granted on condition applicant instal approved antenna.

KPJM, Prescott, Ariz.—Examiner Seward recommended (I-70) that applic. for renewal of license 1500 kc 100 w unltd. be denied as in default.

NEW, Radio Service Inc., Las Vegas, Nev. — Examiner Seward recommended (I-71) that applic. CP 1200 kc 100 w unltd. be denied as in default.

NEW, Eugene DeBogory d/b Brownsville Brdcstg. Co., Brownsville, Tex.; NEW, Eugene DeBogory d/b Denton Brdcstg. Co., Denton, Tex.—Examiner Walker recommended (I-72) that applic. CP 1370 kc 100 w unltd. Brownsville be denied and that applic. CP 1420 kc 100 w D Denton be denied.



BARGE LINE OPENED—WDAF, Kansas City, broadcast from the U. S. river inspection boat "Sergeant Floyd" recently when the Missouri River was opened to commercial navigation. In the photograph (left to right) are Joseph Flaherty, WDAF engineer; Ordell Caulkins, announcer; Frank Reichenecker, chief electrician for army engineers; Capt. Henry Thomas, skipper of the boat, and William A. McMillan, river pilot. The broadcast was continuous as the inspection boat and a towboat hauling three barges proceeded up the river from St. Louis.

Applications . . .

JUNE 27

WMFF, Plattsburg, N. Y.—CP change equip., increase to 250 w, amended re antenna, move transmitter to Bailey Ave.

NEW, American Brdcstg. Corp of Ohio, Cleveland—CP 890 kc 500 w 1 kw D unltd. asking facilities WMMN, amended re antenna.

WPAD, Paducah, Ky. — License for CP as amended move transmitter to 8th & Terrell.

KADA, Ada, Okla.—Spec. auth. 1200 kc 100 w unltd. 90 days.

KYA, San Francisco — Vol. assignment license to Hearst Radio Inc.

KHJ, Los Angeles—License for CP as modif. change equip., increase to 5 kw D.

APPLICATIONS RETURNED — KLPM, Minot, N. D., vol. assignment license to Northwest Radio Service Inc., CP new equip., move transmitter, change from 1240 to 600 kc, spec. to unltd.

JUNE 28

NEW, Philco Radio & Television Corp., Philadelphia—CP 40-80 megacycles, 250 w, amended to 42000-56000, 60000-86000 kc., spec. exp. instead of general exp.

WPHR, Petersburg, Va.—Auth. transfer control to John Stewart Bryan, Tennant Bryan & Douglas S. Freeman.

NEW, Herbert Lee Blye, Lima, O.—CP 1210 kc 100 w D.

KTHS, Hos Springs, Ark. — Extension exp. auth. 1060 kc spec.

WGBF, Evansville, Ind.—CP change equip., increase to 1 kw D.

KFAB, Lincoln, Neb.—License for CP increase power, new equip.

NEW, Clark Standiford, Visalia, Cal.—CP 1420 kc 100 w D, amended to 1310 kc.

NEW, Paul R. Heitmeyer, Cheyenne, Wyo.—CP 1210 kc 100 w N 250 w D unltd., amended re transmitter site.

NEW, Wyoming Radio Educational Association, Lester G. Baker, pres., Cheyenne, Wyo.—CP 780 kc 500 w 1 kw D unltd., asks facilities KGHL, amended to 630 kc, change equip., omit request KGHL facilities.

APPLICATIONS RETURNED — NEW, Valley Brdcstg. Service Inc., Chattanooga, CP 1200 kc 100 w unltd.; KSCJ, Sioux City, Ia., CP install aux. transmitter 50 w.

JUNE 29

WJEJ, Hagerstown, Md.—Modif. license from D to D and spec. hours N.

WSPD, Toledo—Modif. CP as modified to extend completion.

NEW, Springfield Newspapers Inc., Springfield, Mo.—CP 1120 kc 250 w unltd., amended to 710 kc 1 kw D.

NEW, Chanute Brdcstg. Co., R. B. Smith, R. E. Highley, C. M. Brobst, Chanute, Kan.—CP 1220 kc 100 w unltd., amended to 1500 kc D, transmitter Spruce & North Santa Fe, studio Tioga hotel.

KABR, Aberdeen, S. D.—CP new equip., increase from 100 w to 100 w 250 w D unltd., amended to 100 w, omit new equip.

KIUP, Durango, Col.—Invol. assignment from LeRoy Haley to C. Guy Shepard.

APPLICATIONS RETURNED—KUOA, Fayetteville, Ark., auth. transfer control to John Brown University; NEW, Henry Mariani & Kathryn Andrews, Chicago, CP 100 w unltd.; KFUO, St. Louis, modif. license from 550 to 1010 kc, power from 500 w 1 kw D to 1 kw unltd. time D, spec. N; KPJM, Prescott, Ariz., vol. assignment license to Southwest Brdcstg. Co.

JULY 1

WGAR, Cleveland—Modif. license from 1450 to 890 kc, asks facilities of WMMN.

WMFO, Decatur, Ala.—License for CP new station 1370 kc 100 w D.

KPRC, Houston—Modif. license from 1 kw 2½ kw D to 1 kw 5 kw D.

NEW, Dudley J. Connolly & Co., Chattanooga—CP 1200 kc 100 w unltd., amended to D only.

NEW, Pittsburg Pub. Co., Pittsburg, Kan.—CP 1500 kc 100 w unltd., amended to 1310 kc (withdrawn 6-20-35).

NEW, Leon S. Packard, Lewis H. Stebbins, Alden C. Packard d/n Valley Brdcstg. Co., Pomona, Cal.—CP 1160 kc 250 w D amended re trans. & studio sites.

NEW, Eastern Utah Brdcstg. Co. (Sam G. Weiss), Prince, Utah—CP 1420 kc 100 w unltd.

KFUH, Del Monte, Cal.—Modif. CP re transmitter, equip., completion.

KPJM, Prescott, Ariz.—Vol. assignment license to Southwest Brdcstg. Co.

APPLICATIONS RETURNED—WNYC, New York, modif. license from D to unltd.; NEW, Farmers Educational & Co-perative Union of America, Bismarck, N. D., CP 550 kc 1 kw 5 kw D unltd. asks facilities KFYR; NEW, Victor B. Pitts, D. V. Tostenson d/b Raton Brdcstg. Co., aton, N. M., CP 1500 kc 100 w unltd.

JULY 3

WNBC, New Britain, Conn.—License for P new station 1380 kc 250 w D.

NEW, Alfred C. Matthews, Cape May, J.—CP 1420 kc 100 w unltd., amended spec. hours.

WJZ, New York — Extension of exp. uth. 50 kw to 2-1-36.

KGKO, Wichita Falls, Tex.—CP move rans. to 2½ miles SW Wichita Falls, hange equip.

NEW, Central Texas Brdcstg. Co. Inc., ort Worth—CP 1210 kc 100 w unltd.

KSCJ, Sioux City, Ia.—CP aux. 50 w ransmitter.

KFOX, Long Beach, Cal.—CP new quip., increase from 1 kw to 1 kw 5 w D.

NEW, Wm. B. Smullin, Sacramento, Cal.—CP 1310 kc 100 w 250 w D unltd.

JULY 5

WKRC, Cincinnati—Extension exp. auth. kw to 3-1-36, modif. CP change equip., ncrease from 500 w to 1 kw N (directional) 2½ kw D, requesting further changes in equip., increase to 1 kw N 5 w D (directional N).

KRLD, Dallas—Extension exp. auth. perate simul.-WTI.

NEW, Bell Brdcstg. Co., Temple, Tex. —CP 1370 kc 100 w D.

WREC, Memphis—Modif. CP change quip., install directional antenna, move rans. to near Rugby Park, increase from 00 w 1 kw D to 1 kw N 2½ kw D, extend ompletion.

WPFB, Hattiesburg, Miss.—Modif. license from spec. to unltd.

KNOW, Austin, Tex.—CP move trans. o 114 W. 7th St., new equip.

WREN, Lawrence, Kan.—Auth. determine power by antenna measurement.

KFJM, Grand Forks, N. D.—License for xp. auth. increase from 100 w to 100 w N 250 w D.

WNAX, Yankton, S. D.—Modif. CP increase from 1 kw N 2½ kw D to 1 kw N kw D, change equip., move trans. locally, extend completion.

KOL, Seattle—Modif. license from 1 kw N 2½ kw D to 1 kw N 5 kw D.

NEW, W. L. Gleeson, Salinas, Cal.—CP 1210 kc 100 w unltd., amended to 1310 kc, change transmitter & studio sites to near Salinas.

APPLICATIONS RETURNED — NEW, Steel City Brdcstg. Co., Pittsburgh, CP 90 kc 500 w unltd.; NEW, Conn. Brdcstg. Co., New Britain, CP 1380 kc 250 w D facilities of WMFE; NEW, Frank M. Dunham, Fort Dodge, Ia., CP 1500 kc; NEW, C. E. Wilkinson, Mason City, Ia., CP 1370 kc 100 w; NEW, Roy A. Lundquist, Port Angeles, Wash., CP 1420 kc 100 w 250 w D unltd.; NEW, Kidd Bros., Taft, Cal., CP 1420 kc 100 w D.

JULY 8

WDEV, Waterbury, Vt.—CP new equip., increase from 500 w to 1 kw.

NEW, William S. Thellman, New Castle, Pa.—CP 1420 kc 100 w D.

WRVA, Richmond, Va. — CP change equip., increase from 5 to 50 kw.

NEW, Carl S. Taylor, DuBois, Pa.—CP 590 kc 100 w D amended to 780 kc 250 w.

WMC, Memphis—CP change equip., increase from 1 kw N 2½ kw D to 1 kw N 5 kw D, amended re equip.

NEW, W. Dexter Moss, Tulsa—CP 1500 kc 100 w unltd., amended re trans. & studio sites.

KABR, Aberdeen, S. D.—Modif. license from D to unltd. 100 w.

NEW, Fort Dodge Brdcstg. Co., Fort Dodge, Ia.—CP 1500 kc 100 w unltd., amended to 1210 kc.

KNX, Los Angeles—CP change equip., increase from 50 to 250 kw.

JULY 9

WNEL, San Juan, P. R.—CP change equip., increase from 500 w to 1 kw N 2½ kw D.

NEW, Philip J. Wiseman, Lewiston, Me.—CP 1210 kc 100 w unltd.

KDKA, Pittsburgh—CP change equip.

KSD, St. Louis—Extension exp. auth. 500 w added N directional to 3-1-36.

KFDY, Brookings, S. D.—Modif. license re hours.

KABR, Aberdeen, S. D.—CP new equip., increase from 100 w to 100 w N 250 w D, amended to omit request for new equip. and increase in power (superseded).

NEW, Wisconsin Brdcstg. Co., Oshkosh, Wis.—CP 1310 kc 100 w N 250 w unltd.

KUJ, Walla Walla, Wash.—CP change from 1370 to 1450 kc, 100 w to 1 kw, new equip., move trans. locally.

KLZ, Denver—Transfer stock control to E. K. & Inez K. Gaylord.

KGVO, Missoula, Mont.—License for CP move transmitter.

APPLICATION RETURNED — NEW, Bell Pub. Co., Temple, Tex., CP 1370 kc 100 w D.

JULY 11

WPHR, Petersburg, Va. — CP move trans. and studio to Richmond.

WREN, Lawrence, Kan.—License for new equip., increase from 1 kw to 1 kw 5 kw D.

WDGY, Minneapolis—Modif. CP increase from 2½ kw N 5 kw D, change equip., extend completion.

NEW, E. L. Sherman & H. L. Corley, Trinidad, Col.—CP 1370 kc 100 w unltd., amended re trans. & studio sites.

KGMB, Honolulu—Modif. CP move transmitter locally, install new equip., increase from 250 w to 1 kw, move studio locally, extend completion.

APPLICATIONS RETURNED — NEW, William S. Thellman, New Castle, Pa., CP 1200 kc 100 w spec.

EQUIPMENT

TRUSCON STEEL Co., Youngstown, O., reports the completion of new steel towers for WLW, Cincinnati; WDOD, Chatanooga; WADC, Akron; WMFE, New Britain, Conn.; WTMV, E. St. Louis, Ill.; WDGY, Minneapolis; KGHL, Billings, Mont., and WSVA, Harrisonburg, Va. A. C. Wallen is in charge of Truscon's tower department.

RAY LYON, development engineer, and Jack Poppele, chief engineer of WOR, Newark, are supervising installation of new talk-back facilities in the studios and control rooms. The first feature is an attention bell to notify performers they are about to go on the air or that rehearsals are about to resume. A red light works alternately with the bell. Special amplifying systems and microphones are being installed with entire operation control on the desks in each studio control room.

WHAM, Rochester, handles its WBS library transcriptions from a remote control room, where a third person, besides announcer and operator, handles the discs. The system was installed by Ken Gardner, control supervisor. A studio control operates a relay in the disc room which in turn operates a 110-volt mercury switch in the motor circuit, the system making it possible to start programs, handle minute announcements and pick up emergency fill-in music without leaving the studio. The mercury switches permit quiet starting and stopping of the turntables when the announcer is working in the room.

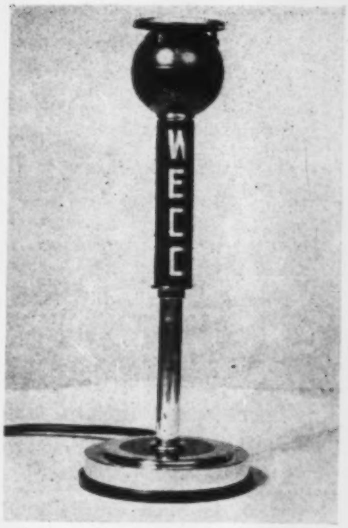
KEYL, Salt Lake City, reports increased coverage following installation of a new concentric transmission line by John Baldwin, chief engineer. KGVO, Missoula, Mont., on June 30 moved its transmitter to a new building four miles west of the city. Power is to be increased in September from 100 w. to 1 kw.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has introduced hand microphones and French-phone combination receiver and microphone in a variety of colored bakelite casings.

WHAT, Philadelphia, has installed a sound effects machine in a studio, utilizing records, with a two-position mixer panel and head set allowing the operator to monitor the machine before playing a record. The instrument was built by John C. Mevius, technical supervisor, and the department is directed by Milton Laughlin, production manager. Some 200 sound effects have been collected in addition to the transcription noises.

CHICAGO WHEEL & MFG. Co., Chicago, announces a DeLuxe Handee Grinder with 27 basic improvements and innovations is said to be capable of operating all day with no danger of burn-out or overheating. Complete accessories are available for grinding, drilling, cutting, carving, sanding, sawing and engraving.

MUTER Co., Chicago, announces a new catalogue of its certified resistance bridge, as well as interference filter, all-wave tuning selector and all-wave tuning coupler, along with other equipment.



NEW MIKE—Here is the new non-directional, streamlined microphone exhibited by Western Electric Co. for the first time at the NAB convention in Colorado Springs. Basically of the dynamic or moving-coil type, the instrument is said to have a pick-up throughout the range from 40 to more than 10,000 cycles. Unusually small, the microphone is only 2½ inches in diameter. In appearance, as well as size, it is comparable to a billiard ball.

SIR AMBROSE FLEMING, noted inventor of the two-electrode tube, has been awarded the triennial Kelvin Medal of the British Institution of Civil Engineers.

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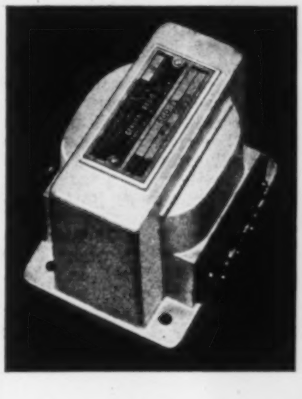
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The Type 741 Transformers are available in three models:

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Type 741-J: interstage; flat within *2 db from 70 to 200,000 cycles.*

Type 741-P: tube-to-line; flat from *20 to 200,000 cycles.*

Prices: $22.50 each (U. S. and Canada).

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1915 TWENTY YEARS OF GENERAL RADIO COMPANY ELECTRICAL APPARATUS MANUFACTURE 1935 GR

A SMALL NOISE
WGN Now Equipped With Tiny Sound Laboratory

COUNT G. Mazzaglia Cutelli, sound effects expert who has been synchronist on many Hollywood movie products, has completed a new sound effects laboratory for WGN, Chicago. The laboratory contains many new devices and will be part of the new WGN studio building, to be placed in operation late in the summer.

Count Cutelli has simplified production of sound to 11 fundamental devices, all so compact they occupy only a small corner in a studio. These devices are plunger, tom-tom, canvas bag, tin box, red rubber balloon, banjo, train box, pillow piece of silk cloth, handful of cellophane and rubber bottle.

Among supplementary items are plywood used for thunder; boxes full of shot for surf; cocoanut shells grinding into bits of granite for horses; wind machine that covers anything from a breeze to a hurricane. "My business," says the Count, "is to furnish noises that will record over the microphone with more authenticity than the actual sounds themselves."

After several days instruction by Cutelli, Gene O'Connor and Donald Pontius, WGN sound effects men, will begin using the new equipment for this station's dramatic shows.

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A Costly Nap

SILENCE may be golden, but sleep — ah, sleep is *too* expensive when driving an automobile. Donald Stuart, continuity writer and comedian, NBC, San Francisco, is still paying for dozing while driving back from Hollywood. A 30-second nap cost him $300 in cash to repairmen and doctors. Stuart's car crashed into the rear of the automobile ahead. Mrs. Stuart, who received a severe cut on the forehead, was the only casualty.

Mr. Baldwin Liquidates Code Authority Affairs

WINDING up affairs of the NRA Code Authority for the broadcasting industry, James W. Baldwin, executive officer, has submitted to members an audited statement of receipts and disbursements showing that 36% of 1934 receipts and 18% of 1935 receipts had been refunded. Final checks for refunds have been mailed.

In all, $10,502.89 remains to be refunded to members of the industry after payment of obligations. A total disbursement of $35,049.57 during the 18-month life of the code authority is shown. Of this amount, salaries consumed $9,937.02; office expense, $7,901.17; travel expense, $4,228.30; general expense, $1,670.05. Total net expenditures were $23,736.54, the surplus amounting to $10,502.89.

Records News Service

REPEATED requests from broadcasters from all over the country for information relative to its methods of handling news programs prompted WFIL, Philadelphia, to have a special recording made of one of its regular 15-minute newscasts. The discs will also be used for sales promotional work among advertising agencies. First station in the nation to sign with INS, WFIL pioneered an individualistic style of news dissemination, carrying four 15-minute programs daily, WFIL under the tag line *WFIL is First on the Air with the News*, various devices of production, such as two announcers—one for the headlines and one for the flashes and fanfare and ticker to separate each story.

Engineering Report

(*Continued from page 17*)

should not be required by the regulations because: 1st, the 5500 cycle filter applies only to long line program source, and becomes a problem of long line telephone practice. These filters are often applied at present when needed, and if required in other cases they should be supplied by the telephone company; 2nd, there is no proof that the 8500 cycle filter will improve service or reduce sideband interference, and it is not believed necessary or advisable. In any case, since the station equipment introduces no distortion within the limits considered, the filters should not be installed in the last audio stage at the transmitter where it will be much more expensive and will require separate and frequent switching, but may be installed as part of the line terminating equipment where it will automatically be put in use by normal program switching.

NOISE LEVEL: The Commission proposes that the carrier hum and extraneous noise level (exclusive of microphone noises) should be at least 60 decibels below 100% modulation in the frequency band between 150 and 5000 cycles, and at least 40 decibels down outside this range. Since the objection to such noises depends on the noise frequency and the response characteristics of the human ear, and since the cost and difficulty of reducing noises varies with frequency, a reasonable economic compromise should include weighting for these factors. In any case we consider the reduction to 60 DB to be impractical, and in most cases impossible with modern microphones.

VOLUME RANGE: The Commission proposes that the volume range from carrier noise and main studio extraneous sounds to 100% modulation shall be 60 decibels. As an operating condition a 60 decibel volume range is not desirable from the listener's point of view. The range is limited between the local background noise and the maximum level to be permitted in the average home. The volume range capability of the broadcast station is automatically limited by the noise level which we believe will not permit a 60 decibel range.

MODULATION MONITORS: Your Engineering Committee favorably views the recent activities of the Commission to standardize the specifications for a satisfactory Modulation Monitor. The Commission engineers are working with other engineers and revised specifications will probably be prepared at an early date. We understand a certificate of approval will be issued for such a modulation monitor, just as is done at present for Frequency Monitors. This type of Modulation Monitor is recommended for all stations regardless of classifications since it will permit more satisfactory operation.

It is pointed out that the changing of existing stations to operate with improved performance may entail additional expenditures for equipment and engineering services. It is believed improved characteristics will permit, in most cases, an increased percentage of modulation within the present distortion limits. This increase in modulation will result in a definite increase in coverage which will often more than compensate for the expenditure. It is a natural step toward the realization of improved service required by the competitive development of the art. The station with the best characteristics will get the listeners using the new improved quality receivers.

HANDBOOK: As a result of previous studies by your Engineering Committees of technical practices and conditions in the broadcast industry, the Committee last year proposed to prepare an *NAB Engineering Handbook*. This handbook has been assembled and edited by Mr. J. C. McNary, Technical Director of the National Association of Broadcasters, and will be published and made available to member stations very soon. It was believed advisable to delay publication a reasonable time to permit inclusion of certain revised Commission regulations. The Handbook will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations and the facilities available. We emphasize that maximum service and maximum returns cannot be attained except by application of the best engineering practices.

TRANSCRIPTION QUALITY: In consideration of high-fidelity standards, or improvement of station quality, and considering possible FCC requirements, your Committee believes that the quality of electrical transcriptions should be investigated. While some transcriptions are of good quality, others are far below the standards proposed for general studio pickup. We believe that standards of quality and methods of determination should be set up to protect the station, the advertiser, and the public.

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